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BROADCASTING

Vol 17 • No. 12

Broadcast Advertising

DECEMBER 15, 1939
WASHINGTON, D. C.

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

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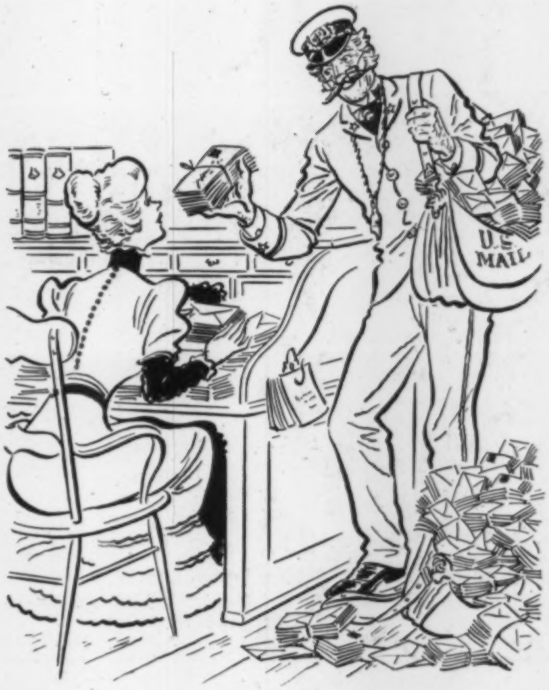


*"Are you saving
them __furrin__ stamps?"*

In this strange day of complex living, it is worthy of note that many people are interested in stamps, who have no yen whatsoever for philately. At least a great many advertisers on WHO seem very proud indeed when their WHO mail-pull includes letters (and often box-tops, etc.) from strange lands as distant as New Zealand, Zanzibar, and "los Republicas de Sudamerica" . . .

Seriously, this mail-pull feature of WHO is one of the really remarkable things about our big, clear-channel station. *The average day runs from 1600 to 4000 letters.* Ordinarily, Iowa will furnish about half. The other half will include sizeable representation from states as far away as New York, Pennsylvania, Virginia, Florida—from California, Washington and Oregon. And there'll be a very liberal sprinkling from outside the U. S.

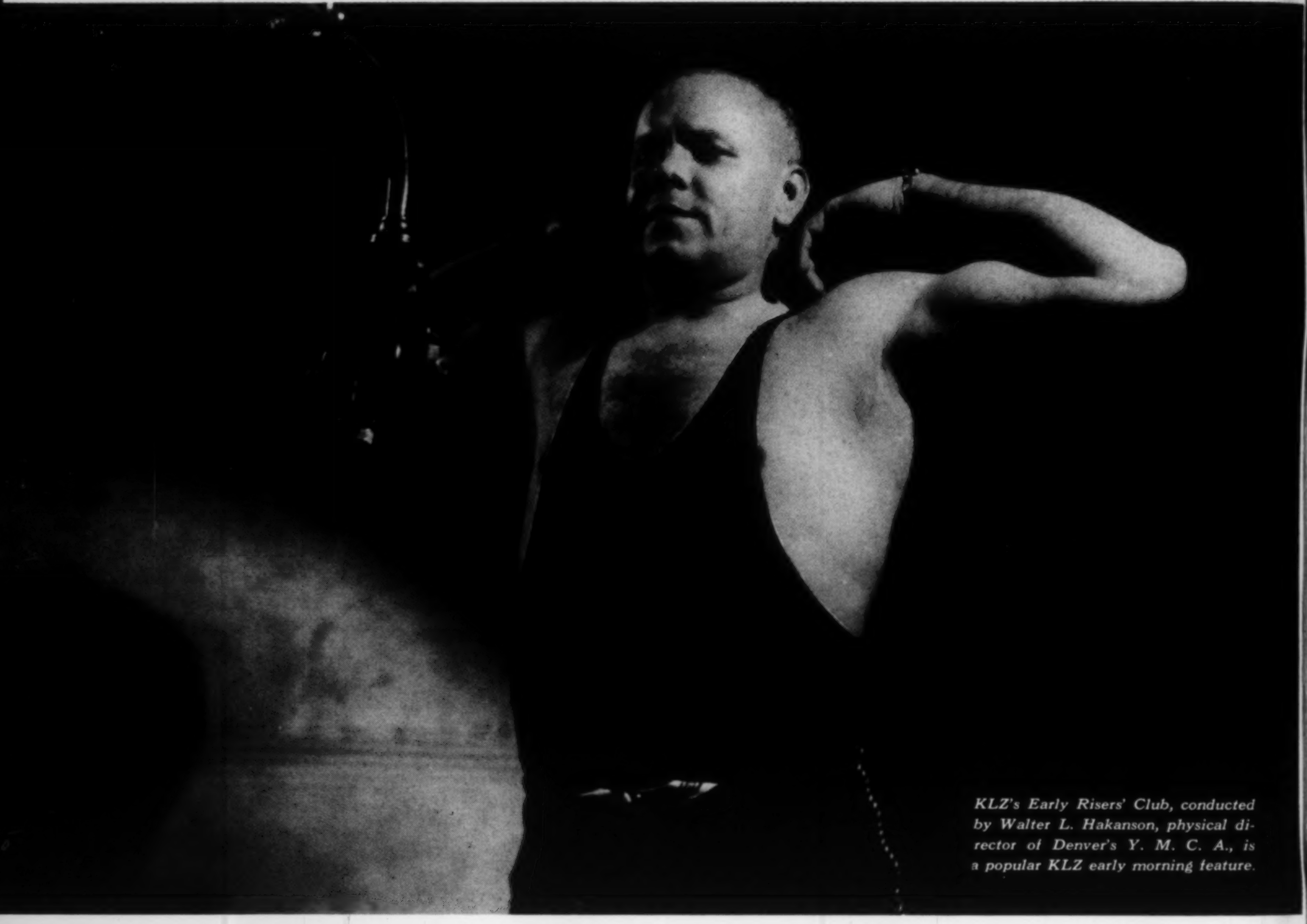
If you'd like to see the *proof* of WHO's unmatchable mail-pull, we'll gladly send you typical mail-analyses, for numerous types of programs, and for various times of day and night. As a matter of fact, WHO can supply you with an amazing amount of factual data, on almost every detail of our audience and its habits, preferences, and productiveness. . . . Receiving several thousand letters every day, we're just bound to know our people. Would you like an introduction?

WHO

+ *for* IOWA __PLUS!__ +

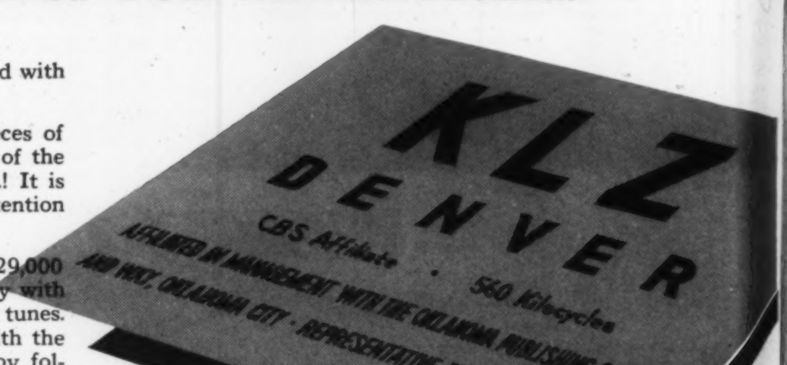
DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC., Representatives

Feel that EARLY MORNING *Muscle!*



KLZ's Early Risers' Club, conducted by Walter L. Hakanson, physical director of Denver's Y. M. C. A., is a popular KLZ early morning feature.

THE POWER TO DO THINGS FOR ADVERTISERS

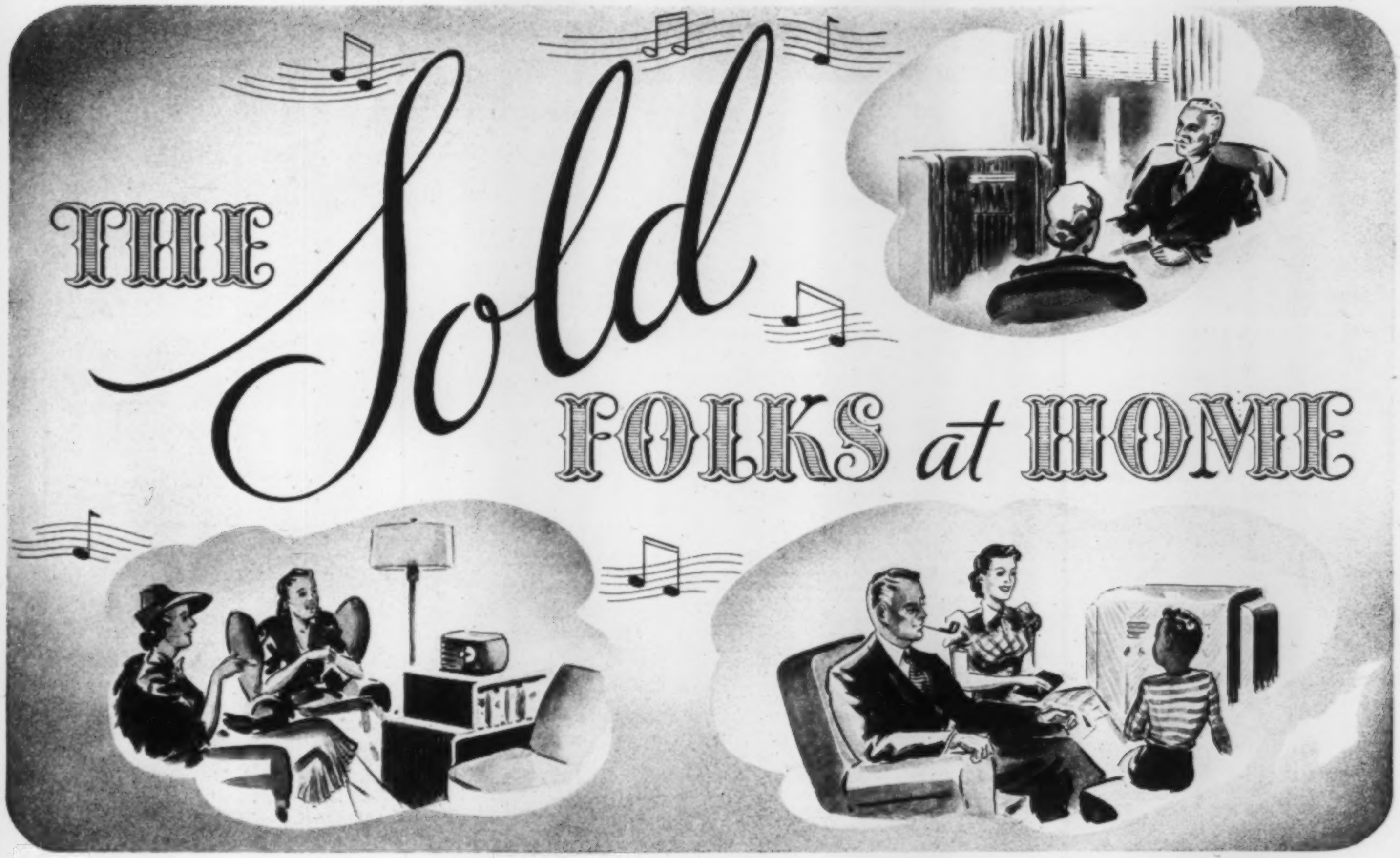

KLZ
DENVER
CBS Affiliate · 560 Kilocycles
AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY
AND WKY, OKLAHOMA CITY · REPRESENTATIVE: THE KATZ AGENCY, INC.

● KLZ jumps out of bed at six in the morning, eyes wide open and with a vigor that shows no sign of sluggishness.

Take the 6 a. m. KLZ show that pulled more than 1,600 pieces of mail in two days! Take the three-month KLZ mail count. 39% of the total mail response came from programs aired before 8:45 a m.! It is difficult to imagine any time commanding a greater listener attention than these early morning hours over KLZ.

Who starts spinning dials so early? A goodly part of the 629,000 urbanites in KLZ's regular day-time listening area begin their day with KLZ's Early Risers' Club exercises and KLZ's breakfast time tunes. Then there are 829,000 rural folk in this section who get up with the chickens. KLZ has educated these folk to start their day off by following its market reports, weather forecasts and direct-from-the-stockyards broadcasts . . . and to breakfast to KLZ's early morning melodies.

By specific program planning for its rural listeners, KLZ has turned the 6:00-6:45 a. m. time into a farm block to sell merchandise. This three-quarter hour period is recommended—and available—to sponsors who want to see rural sales swell in the Denver-Rocky Mouutain area.


THE Sold FOLKS at HOME

. . . not "Way Down Upon the Swanee River," but in populous, prosperous New England . . . where 7% of the country's population lives . . . where savings banks have 18% of the U. S. deposits . . . where 8% of all U. S. retail sales are made.

The "Sold Folks at Home" are people in the Colonial Network's 18-local-station, home influence areas, where your sales messages register and get response. When it's a question of getting the MOST for your money in New England sales promotion for 1940 . . . The Colonial Network is the most logical answer.

WAAB	Boston	WTHT	Hartford
WEAN	Providence	WATR	Waterbury
WICC	Bridgeport New Haven	WBRK	Pittsfield
		WNLC	New London
WLLH	Lowell Lawrence	WLNH	Laconia
WSAR	Fall River	WRDO	Augusta
WSPR	Springfield	WHAI	Greenfield
WLBZ	Bangor	WCOU	Lewiston Auburn
WFEA	Manchester		
WNBH	New Bedford	WSYB	Rutland

The Colonial Network

21 BROOKLINE AVENUE · BOSTON · MASSACHUSETTS
EDWARD PETRY & CO., INC., *National Sales Representative*

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

I'LL SAY
DON LEE'S
GUARANTEED TIME
PAYS DIVIDENDS

You bet your life DON LEE'S time is worth shouting about. In the first place—IT'S GUARANTEED! When you place your advertising message on Don Lee's 31 stations, your good time is protected—and when I say GOOD TIME I mean *just* that. We know it's good because Don Lee has a hat full of surveys to prove it. For instance, get a load of these figures . . . a survey taken at 9:00 p.m. showed News on KHJ leading with 37% of the audience, KNX with music polled 20.9%, and KFI with Carefree Carnival showed 23.62%. Another survey taken at 8:00 p.m. showed KHJ with 35.4% bucking KNX with Amos and Andy at 36.6%, and KFI with Fred Waring at 16%. Another poll at 9:30 p.m. gave KHJ 24.7% with Fu Manchu against KNX with baseball at 23.7%, and music on KFI at 22.6%. Admittedly DON LEE dominates the outlying sections of the Pacific Coast, but these figures show what happens in the nation's third largest city! And does Don Lee's Guaranteed Time pay dividends? Just ask the dealers; they know that Don Lee brings action at the cash registers.

MUTUAL DON LEE BROADCASTING SYSTEM

1076 W. 7th St., Los Angeles, Calif.
Thomas S. Lee, *Pres.*
LEWIS ALLEN WEISS, *Vice-Pres. and Gen. Mgr.*
Affiliated with Mutual . . . Represented by Blair

THE NATION'S GREATEST REGIONAL NETWORK

Waste-free coverage of all New England

THE Columbia New England Network consists of nine CBS stations; *individually* covering the nine major New England markets; *collectively* covering New England. That is what we mean by "*waste-free coverage*". Nine stations—at nine-station cost, doing *all* the job.

COLUMBIA NEW ENGLAND NETWORK

A division of the Columbia Broadcasting System. Sales Offices: 182 Tremont Street—Boston, New York, Chicago, Philadelphia, Detroit, St. Louis, Charlotte, N.C., Los Angeles, San Francisco

Yours for the asking
THE BILLION DOLLAR-
SOUTHERN CALIFORNIA
"Buy Minded"
MARKET

In 1940 the NBC Blue Network station in Los Angeles will claim more and more of the audience.

KECA with its new spot on the dial, with new programs, both local and national, with an ever increasing audience,

With the present low rates still in effect,

You'd better sign today with KECA.

With 50,000 watts of far reaching power,

With NBC Red Network programs and local commercials . . . the greatest line up in KFI's history,

With the southland's leading station topping all popularity surveys,

KFI is DOMINANT in this "buy-minded try-minded" third major market.

YOUR CHOICE OF TWO LOS ANGELES NBC STATIONS TO FIT YOUR BUDGET

780
KECA
NBC BLUE NETWORK
5000 watts day
1000 watts night

Owned and Operated by
Earle C. Anthony, Inc.
LOS ANGELES, CALIFORNIA

640
KFI
NBC RED NETWORK
50,000 watts
clear channel

FREE & PETERS, Inc.
KECA National Sales Representative

EDWARD PETRY & CO.
KFI National Sales Representative

Christmas has changed—

AND MILLIONS THANK RADIO!

THE MAGIC SEASON is with us again. The jingle of bells and the bright eyes of children . . . the gaily colored lights and the soft scent of pine—Christmas is coming! The same old wonderful Christmas—yet one so different from a few years ago, so gloriously different—thanks to the miracle of radio!

Through NBC, radio today joins you with millions of others in far-away places for Christmas celebration. As you sit by the warmth of your fireside, radio speeds you on invisible wings to the President's side as he lights the Great Tree of the nation . . . to the beautiful ceremonies and inspiring music in famous churches...to the court of a monarch sending Yuletide greetings to his far-flung empire...to still another distant land where you'll hear a choir from Rome sing beloved Christmas Carols and age-old hymns.

Yes, radio *has* changed Christmas. It has lent new meaning to the joyous Bells of Bethlehem . . . helping them to ring in more hearts . . . banishing loneliness, doubt and fear . . . enriching more lives with the spirit expressed by Tiny Tim,

"God bless us, every one! Merry Christmas!"

NATIONAL BROADCASTING COMPANY

The World's Greatest Broadcasting System • A Radio Corporation of America Service

CBC IN THE MARITIMES

GULF OF ST. LAWRENCE
P.E.I.
NEW BRUNSWICK
NOVA SCOTIA
ATLANTIC

A REGION WHERE OVER A MILLION CANADIANS SPEND $151,613,000 YEARLY THROUGH RETAILERS

and the CBC NETWORK Dominates This Market

THE FACILITIES of the CBC make radio in Canada an organized medium which not only links up Canada from sea to sea but, through strategically located key stations and regional networks, provides intensive coverage of each province in the Dominion.

In the Maritimes, for instance, over a million Canadians contribute to Canada's prosperity by producing goods worth $195,732,173 each year, and by spending $151,613,000 annually with retailers. There are nearly 100,000 Radio Homes in this wealthy region. CBC, through its 50,000-Watt Station CBA, and regional network, *reaches over 80% of these homes.*

This outstanding percentage is typical of CBC coverage from coast to coast and is increasingly important because a consistent record of the finest radio entertainment has built up a CBC audience unequalled anywhere outside Canada for its goodwill and loyalty.

CBC COVERS CANADA

CANADIAN BROADCASTING CORPORATION

1 Hayter St., Toronto - COMMERCIAL DEPARTMENT - 1231 St. Catherine St. W., Montreal

MIGHTY

oaks from WBT's acorns grow

You'd have thought those acorns were nuggets. The rush came not only from the Carolinas, but from as far away as Wisconsin and Iowa. The Mayor of Darlington, S. C., speaking on a WBT farm broadcast, casually mentioned that he had some thousand acorns lying in his orchards and if anybody cared to nurse a live Carolina oak, WBT would be glad to send the means whereby. Unaware that he had started an avalanche, he went on to the main subject of his talk, the delightful town of Darlington, in the state of South Carolina.

WBT's live oaks grow all over the country now. In Canada, too. A week after the broadcast, came a letter postmarked Saskatchewan (1,830 miles from WBT). Its writer said that where she lived there wasn't an oak tree for miles around. She owed her radio much, she wrote, but she never dreamed it would be the means of bringing real Carolina live-oaks to her door—for nothing! By the time WBT rushed off her trees-to-be, the Mayor's acorns were completely exhausted.

In such broadcasts WBT serves its listeners. It serves its clients, too, by planting the seed of their sales messages in minds made *willing* by just such brilliant radio as WBT creates each day. Sales grow, on WBT. Any Radio Sales office will help *your* sales too.

WBT
CBS

CHARLOTTE, N. C. • 50,000 WATTS

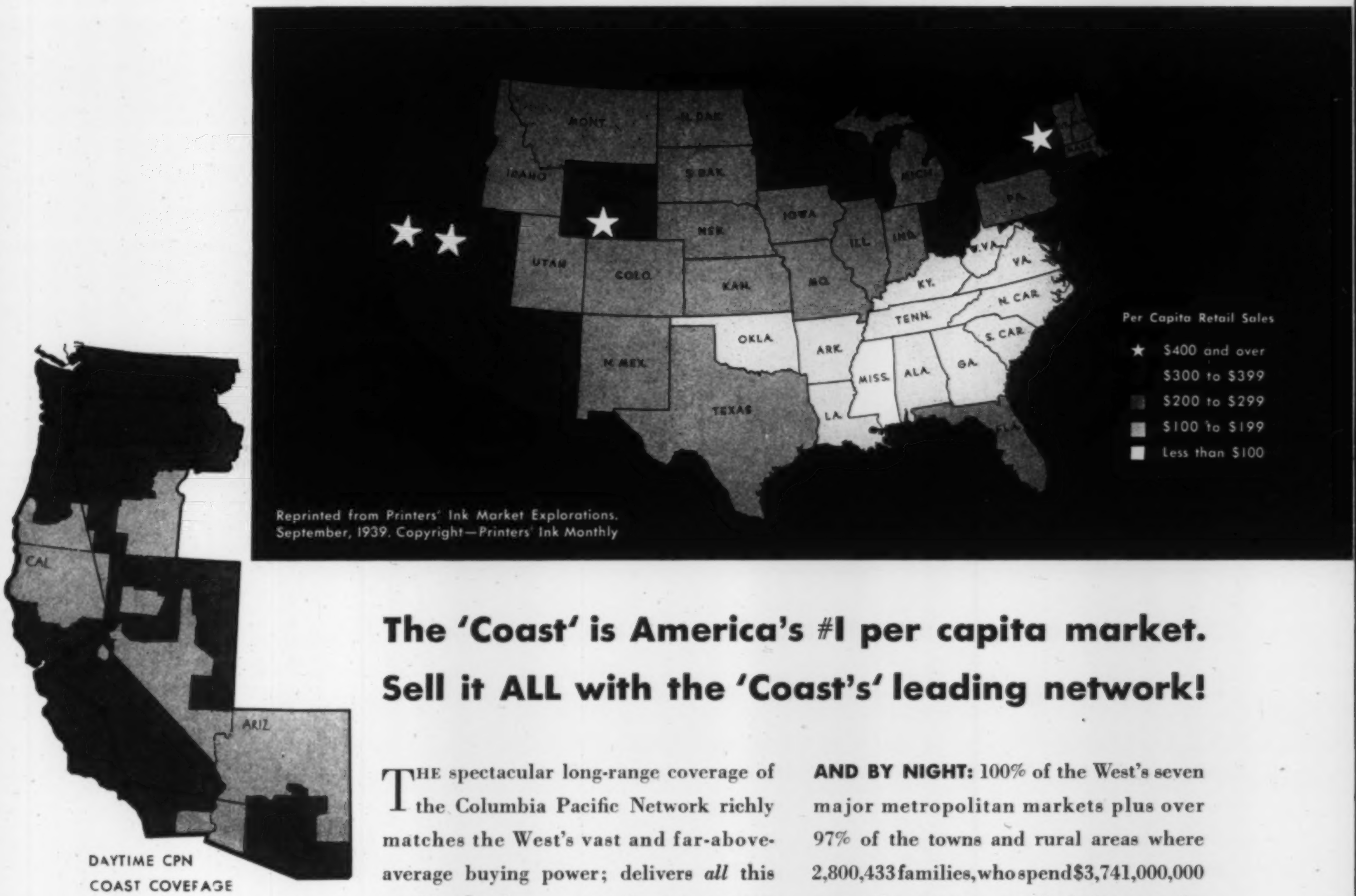
Owned and operated by the Columbia Broadcasting System.
Represented by Radio Sales: New York, Chicago, Detroit,
St. Louis, Charlotte, N. C., Los Angeles, San Francisco

POWER... *where it counts*

50,000 WATTS
AT 820 ON THE DIAL
SELLING A
$2,214,269,000
MARKET

BASIC CBS OUTLET
NATIONALLY REPRESENTED BY EDWARD PETRY & CO.
OWNED AND OPERATED BY
The Courier-Journal THE LOUISVILLE TIMES

GO WEST . . . BY CBS


MONT.
N. DAK.
IDAHO
S. DAK.
MICH.
PA.
NEB.
IOWA
UTAH
COLO.
ILL.
IND.
W. VA.
VA.
KAN.
MO.
KY.
N. CAR.
TENN.
OKLA.
ARK.
S. CAR.
N. MEX.
MISS.
ALA.
GA.
TEXAS
LA.
FLA.
CAL.
ARIZ.
Per Capita Retail Sales
★ $400 and over
$300 to $399
$200 to $299
$100 to $199
Less than $100

Reprinted from Printers' Ink Market Explorations. September, 1939. Copyright—Printers' Ink Monthly

DAYTIME CPN
COAST COVEFAGE

The 'Coast' is America's #1 per capita market. Sell it ALL with the 'Coast's' leading network!

The spectacular long-range coverage of the Columbia Pacific Network richly matches the West's vast and far-above-average buying power; delivers *all* this wealthy market—at the *lowest* cost per thousand families.

PRIMARY COVERAGE—BY DAY: 100% of the West's seven major metropolitan markets and over 85% of the profitable (but hard-to-cover) towns and rural areas—where 2,637,207 families annually spend $3,495,000,000 at retail every year.

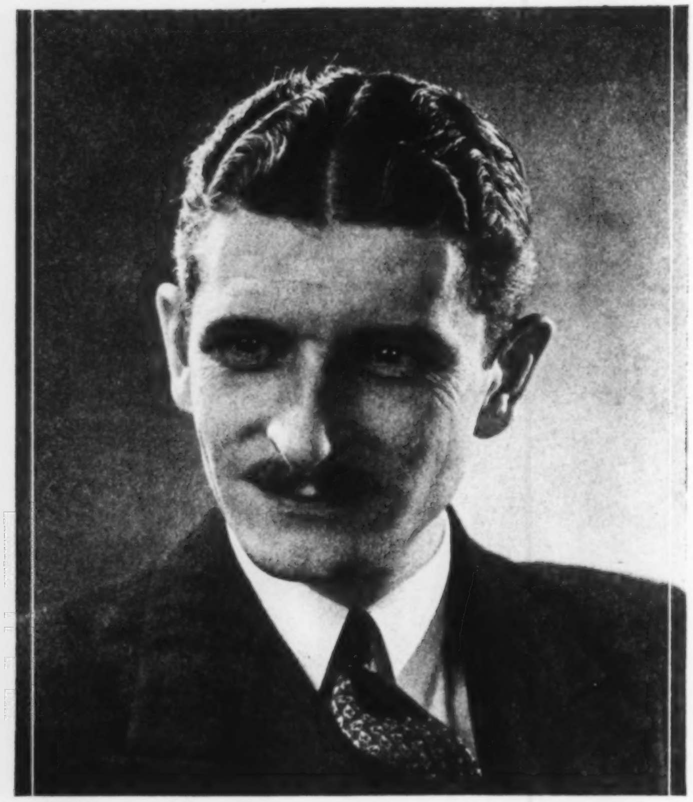
AND BY NIGHT: 100% of the West's seven major metropolitan markets plus over 97% of the towns and rural areas where 2,800,433 families, who spend $3,741,000,000 at retail every year, regularly listen to the Columbia Pacific Network.

PRIME RECEPTION—On the Columbia Pacific Network you are superlatively bracketed between the top-notch programs of radio's greatest advertisers. *They* use the Columbia Pacific Network so that they, too, can sell *all* the West—economically!

COLUMBIA *Pacific* NETWORK

A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM

Palace Hotel, San Francisco—Columbia Square, Los Angeles. Represented by Radio Sales: New York · Chicago · Detroit · St. Louis · Charlotte, North Carolina



Lew Avery Joins Free & Peters!

FREE & PETERS is proud to announce that Lewis H. Avery, one of the most outstanding men in the radio industry, is joining our organization.

For the past six years Lew Avery has been Director of Sales for WGR-WKBW, Buffalo. During 1937 and 1938 he was Chairman of the Sales Managers' Division of the National Association of Broadcasters. With such experience, it goes without saying that Lew Avery will be a tremendous addition to the resources of all our agency and advertising friends who have spot-broadcasting problems of any kind.

He will be available in our Chicago Office, on and after January 2, 1940.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
WOC	DAVENPORT
WHO	DES MOINES
WDAY	FARGO
WOWO-WGL	FT. WAYNE
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . SOUTHEAST . . .	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KGKO	FT. WORTH-DALLAS
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KSFO-KROW	SAN FRANCISCO
KVI	SEATTLE-TACOMA

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

Pioneer Radio Station Representatives

CHICAGO	NEW YORK	DETROIT	SAN FRANCISCO	LOS ANGELES	ATLANTA
180 N. Michigan Ave.	247 Park Ave.	New Center Bldg.	One Eleven Sutter	650 S. Grand Ave.	617 Walton Bldg.
Franklin 6373	*Plaza 5-4131*	*Trinity 2-8444*	*Sutter 4353*	*Vandike 0569*	*Jackson 1678*

BROADCASTING
and
Broadcast Advertising

Vol. 17. No. 12 WASHINGTON, D. C., DECEMBER 15, 1939 $3.00 A YEAR—15c A COPY

Cox Purchases WSB, Slated For CBS

By SOL TAISHOFF

Gets 40% of WAGA; FCC Grants Speedy Approval to Record Transfer; WAGA May Become Red Outlet

IN ONE of radio's biggest transactions, former Gov. James M. Cox of Ohio on Dec. 12 acquired control of WSB, Atlanta 50,000-watter, along with a 40% interest in its sister NBC station, WAGA, Atlanta regional, with the FCC's approval.

Now an important link in NBC's Red network, WSB is expected to shift to CBS as soon as contract adjustments can be made. WAGA will not be purchased outright by the Cox interests, and may eventually fall in the lap of the *Atlanta Constitution*, competitor of the *Atlanta Journal*, which Gov. Cox acquired in the transaction.

The former Ohio Governor and 1920 Democratic nominee for President, whose running mate was Franklin D. Roosevelt, bought 70% of the common stock of the Journal Co., including WSB and its minority interest in WAGA, for $1,826,125, along with all of the preferred stock for another $117,560 in an all-cash deal.

Speed Records Broken

No specific price was placed on the station, though the application approved by the FCC showed an investment in WSB of $362,549.91, and a replacement value of $286,507.90. It is presumed one of these figures constituted the basis of FCC approval of the transfer of the clear channel outlet. The price on 40% of WAGA was stipulated at $40,000.

So far as known, all existing speed records were broken by the FCC in approving the transaction. The application for transfer was filed Dec. 8, announced Dec. 11 in the routine releases and approved Dec. 12. The contract carried a clause under which the all-cash sale would be void unless acted on by Dec. 29, which is said to account for the celerity in FCC action.

While the FCC was not apprised of it officially, the Cox transaction is reported to have included purchase also of the Hearst-owned *Atlanta Georgian* for $1,000,000. Should Gov. Cox acquire the remaining 30% of the outstanding common stock of the Atlanta Journal Co., at the established price of $450 per share, it is estimated he will have invested upwards of $3,500,000 in entering the Atlanta newspaper-radio field. It is reported the *Georgian* will be discontinued and that Clark Howell, publisher of the *Constitution*, probably participated in this transaction.

Gov. Cox already is the owner of WIOD, Miami regional, and the *Miami Daily News;* WHIO, Dayton, and the *Dayton Daily News*, and the two Springfield, O., dailies —the *News* and *Sun*. WIOD is an NBC outlet, but WHIO, originally on NBC, joined CBS two years ago.

The switch of WSB to CBS is understood to be under active negotiation, though some question has arisen about the present NBC contract with the station. The duration of the contract with NBC was said to be for seven years, having been extended only six months ago. Gov. Cox, however, it was said, would insist upon the shift. The present CBS outlet is WGST, regional operated under lease from Georgia Institute of Technology by a group headed by Sam Pickard, CBS vice-president and counsellor. WSB is the only clear channel station in its area. Of the other clear channel stations in the Old South, WSM, Nashville, is on NBC; WBT, Charlotte, is CBS-owned, and WWL, New Orleans, is a CBS affiliate.

No Personnel Changes

It is understood Gov. Cox plans to maintain the existing personnel of WSB, for the time being.

WAGA, on NBC-Blue, is owned by the Liberty Broadcasting Corp., but is managed by the *Atlanta Journal*. Lambdin Kay, veteran broadcaster, is manager of both stations. The *Journal* owns 40% of the common stock and about an equivalent amount of the preferred, with Norman K. Winston, New York realtor and associate of Arde Bulova, watch manufacturer and station owner, holding approximately 60% of the common stock, and about the same of preferred. Harold A. Lafount, former Radio Commissioner and Bulova radio executive, holds a qualifying share. An option, however, was held by the Journal Co. for acquisition of additional stock, but its disposition is still under negotiation.

Enters Atlanta Field

JAMES M. COX

Gov. Cox, it was learned, has advised the FCC it is not his intention to operate two stations in Atlanta. Thus, it appears certain that WAGA will be disposed of to other interests. The *Constitution*, headed by Mr. Howell, has been seeking an Atlanta station, and conceivably will wind up with WAGA's ownership or control, or perhaps the 40% minority now held by Gov. Cox. Based upon the present outlook, WAGA is certain to remain an NBC outlet, and if the WSB affiliation is shifted to CBS swiftly, it is likely to succeed the bigger station as the Red outlet.

The financial statement of WSB filed with the FCC indicated current earnings of somewhat more than $150,000. On that basis, it is estimated the station could logically be expected to have a valuation of $1,500,000, if separately acquired, particularly since it is a clear channel outlet, operating on the favorable 740 kc. channel. The fact that no "going concern" or goodwill value was placed either on the station or on the newspaper accounts for the figures submitted to the FCC. The WBS financial report showed that for the year from November 1938 to November 1939, the station had gross receipts of $397,389.70. Gross disbursements were $245,071.18. The net, therefore, was $152,318.52.

One of the Largest

The all-time record station transfer transaction was CBS's acquisition in 1936 of KNX, Los Angeles, for approximately $1,250,000. One or two other clear channel sales have been around the $1,000,000 mark, including WMAQ, Chicago, purchased by NBC, and NBC's purchase of WENR, half-time Chicago clear channel outlet, for some $600,000.

The entire Atlanta transaction was consummated for the Cox-Journal interests through William Smith Davis, of Davis & Thompson Inc., Cleveland newspaper brokers. It is reported their commission on the Journal transaction, including the stations, is approximately $75,000. The transaction has been under negotiation for some two years. Horace L. Lohnes, Washington attorney for the Cox interests, and Ben S. Fisher, WSB-WAGA attorney, represented the radio aspects of the Journal Co. affairs. John A. Brice, vice-president and general manager and a minority stockholder in the Journal Co. and Gov. Cox himself handled the negotiations. Mervin B. France, of Atlanta, on Dec. 6 received in escrow the cash of approximately $1,944,000 involved.

Gov. Cox acquired, in the Journal Co. sale, 4,058 of 5,750 shares of the common stock at $450 per share, or an aggregate of $1,826,125, representing approximately 70% of the outstanding common stock. He agreed to purchase the balance of the stock at the same figure. He paid $117,560 for all of the preferred stock. The voting common stock was purched from only 10 of the 30 stockholders.

The purchase was primarily from the Gray family, which for more

(*Continued on page 82*)

Industry Awaits Next Move by AFM

IRNA Revival Urged; Convention Call Is Suggested

FEELING that nothing short of Government intervention can stave off a strike, unless union musicians completely reverse their stand, the broadcasting industry is awaiting the next move of the American Federation of Musicians which has already served notice that its members will be called out of all networks and stations Jan. 17 when current contracts expire.

While Independent Radio Network Affiliates, which carried the initial burden of attempting to negotiate a settlement with AFM, is practically dormant, a move to revive it has been launched within the industry by responsible broadcasters. A suggestion by Mark Ethridge, vice-president and general manager of the *Louisville Courier-Journal* and *Times*, operating WHAS, that a business convention be called if affiliates are ready to act one way or the other, is being seriously discussed within the industry.

No Federal Action

Though the plight of the broadcasting industry has been brought to the attention of the Department of Justice, there has been no indication as yet of any intervention by it. Samuel R. Rosenbaum, chairman of IRNA, informally discussed the situation with Government attorneys Nov. 29, particularly in the light of the recent statement by Assistant Attorney General Thurman Arnold, regarding labor practices [BROADCASTING, Dec. 1]. Because of the failure of network affiliated stations to lend support to IRNA, that organization has since refrained from further contacts either with the Department or with AFM.

Meanwhile, Mr. Rosenbaum advised affiliated stations Dec. 6 the only development since the collapse of negotiations with AFM last month was an intimation by AFM officers that unless they get a proposition from the industry in the next few days, AFM will notify networks that after Jan. 17 every musician who plays on a network must be paid not only by the station at which he performs but also by every other station which broadcasts the music. This was vigorously denied, however, at AFM headquarters.

While AFM President Joseph N. Weber was ill at home and could not be reached for comment, a spokesman at AFM headquarters, in denying the Rosenbaum observation, said the situation has not changed and AFM is awaiting "whatever proposals the broadcasters care to make". It was emphasized the union itself will originate "no more suggestions" for an agreement with radio following withdrawal of its previously submitted plan coincident with the breaking off of negotiations with the IRNA Executive Committee [BROADCASTING, Dec. 1]. AFM had asked an additional $1,500,000 per year, amounting roughly to a 50% increase in present expenditures for musicians by network affiliates as well as a flat $60,000 per year increase for each network key.

Asked for details as to what the union expects to do about transcriptions and phonograph records, to which stations might turn for music if no satisfactory solution is reached and if the AFM enforces its threat to stop its members from working for the affiliate stations locally or on network programs, the AFM spokesman replied the matter had not yet been discussed by its International Board but would be handled when it arose [see story on page 81].

Ethridge's Views

Along with his letter to affiliates Dec. 6, Mr. Rosenbaum dispatched a letter written by Mr. Ethridge dealing with the musicians situation. Mr. Ethridge was largely responsible for the formation of IRNA two years ago, which handled as its first task the completion of existing employment contracts with AFM. The letter was written by Mr. Ethridge to J. Harold Ryan, vice-president of WSPD, Toledo, and an NAB director. Having participated in the discussions with the AFM board as a member of the IRNA executive committee, Mr. Ethridge observed that anyone who holds out the hope that the industry's differences with the musicians union can be settled on a local basis "is indulging in an unreality". He added it could not be accomplished even in case of a strike, in his opinion.

Pointing out that only 70 affiliates had actually joined the reorganized IRNA, Mr. Ethridge said replies to questionnaires were unanimous in instructing IRNA's executive committee to negotiate no arrangement that contemplated the expenditure of more money. The situation today, he said, seems to be up to individual affiliates in the sense that they must determine whether they want a strike or want a deal.

He pointed out that a strike would mean shutting off network service and possible sympathy strikes by other union groups. Transcriptions and phonograph records would be shut off by AFM to whatever extent it is able. House bands and remotes would be cut off. Music for stations probably would come from records and transcriptions already available and from whatever non-union or amateur source it could be culled. Declaring that the alternative is to make a deal upon some terms, Mr. Ethridge said it may be that this will be impossible in the long run because the union "will insist upon an unreasonable attitude such as it now maintains".

Three Courses of Action

IRNA can deal for affiliates only if the stations want it, Mr. Ethridge said. He added that personally he was not going to try to sell stations something they don't want. He referred to the hardships of two years ago when the musicians first confronted the industry. He said he did not propose to go back to the unions on any sort of negotiation until the executive board of IRNA is fully clothed with power to do something about the situation.

As to suggestions, Mr. Ethridge said affiliates first should ascertain for themselves, through the networks preferably, what situation would ensue if a strike occurred. Then he said they should come to some "rational rather than emotional conclusion about what they want to do".

"If now is the time to take a strike", he added "let's take it on some basis of determination that we have the means and the strength and the unity to win it. The third thing is for the affiliate to determine whether he wants any further effort made and, if he does, he should determine whom he wants to represent him".

Mr. Ethridge observed that the affiliate can deal with the union through his network, insist that NAB set up machinery not now in existence, or deal through IRNA but only after he has joined IRNA and after he has expressly commanded the board to act. He suggested that if the demand were strong enough a convention might be called to "talk things over". Asserting he was not anxious to see any convention where "we merely pop off", he said he might favor one "where we face the realities and settle what we want to do on some basis of reason. I do not know whether there is anything desirable a convention could do or not".

Must Have Complaint

While no formal word was forthcoming from the Department of Justice following Mr. Rosenbaum's visit, it is by no means certain the Department will not act. Customarily the Department does not look into questions of this character without a specific complaint and, so far as known, none has been filed. Presumably the only other basis on which the Department might intervene would be on a charge of conspiracy to compel employment of useless labor. It was pointed out that Assistant Attorney General Arnold, in connection with pending litigation against building trades unions, observed that unreasonable restraints "designed to compel the hiring of useless and unnecessary labor" are contrary to law. This is viewed as on all four's with the complaint of broadcasters against AFM.

Attorney General Frank Murphy has supported the views expressed by Mr. Arnold that labor unions can be prosecuted under the anti-trust laws for illegal practices. The American Federation of Labor, of which AFM is an affiliate, has protested the Department's position.

CONTEST BY GRUEN

Watch Firm Offering Prizes For Ad Ideas

ADVERTISING student sending in the best suggestions for a radio program, a magazine advertisement or a poster to Gruen Watch Co., Cincinnati, will win a $500 scholarship in a copy contest to run through Jan. 15, 1940. Second prize will be a $250 scholarship and ten additional prizes of Gruen "Very-Thin" watches will be given.

The jury selecting the winner includes: Clay Morgan, assistant to the president of NBC; Myron Everts, president, Retail Jewelers' Assn.; Don Hobart, director of research, Curtis Publishing Co.; Roy Dickinson, president, *Printers' Ink;* Howard Scott, poster artist, and Stanford Briggs and John J. McCarthy, vice-presidents of McCann-Erickson, New York, Gruen agency.

Drawn for BROADCASTING by Sid Hix

"And Now We Turn You Over to Merry Old Kris Kringle Himself, Who Knows Just What Little Boys and Girls Need!"

George Harm

GEORGE HARM, 55, owner of KARM, Fresno, Cal., died Dec. 11 after a heart attack that followed a brief illness. Born in San Francisco Jan. 12, 1885, he lived in Fresno for the last 30 years, starting with KARM on Jan. 15, 1938. Because of his wide holdings in the community and his civic interests, he was known as "the first citizen of Fresno". A pioneer in the trucking and transportation business, he is survived by his wife and 10-year-old son.

Mexican Stations to Squat on U. S. Clears

Foresee Serious Interference in U. S.

REASSIGNMENT of several Mexican border stations now operating on Canadian channels to wavelengths used by clear channel stations in the United States, has been ordered by the Mexican Government, threatening serious interference with reception in this country.

It is learned by BROADCASTING on unimpeachable authority that the Mexican Government has decided to shift the 180,000-watt XERA, at Villa Acuna, operated by Dr. John R. Brinkley, and the 50,000-watt XENT, Neuvo Laredo, operated by Norman T. Baker, to clear channels now used in this country. Moreover, it has just licensed a new border outlet, XERB, at Rosarito, across the border from San Diego, to operate with 50,000 watts on 1090 kc., the clear channel assigned to KMOX, St. Louis.

Can Boost Power

The Brinkley and Baker stations, which in past years have wrought havoc with domestic reception, are authorized for even greater power than now assigned to them—XERA can go to 850,000 watts and XENT to 150,000, according to the latest Mexican logs. XERA, located across the border from Del Rio, Tex., now is operating on 840 kc., a Canadian exclusive channel used by the Canadian Broadcasting Corporation's CBL, Toronto. XENT is now operating on 910 kc., used by the CBC's CFB, Montreal, with 50,000 watts, and by CKY, Winnepeg, with 15,000 watts, and CJAT, Trail, B. C., with 1,000 watts.

The advices received by BROADCASTING are that these stations will be shifted to two of four channels already selected. These are 710 kc., on which WOR, Newark, is the dominant station; 720 kc., the clear channel of WGN, Chicago; 750 kc., the clear channel of WJR, Detroit, or 1170 kc., used by WCAU, Philadelphia. Each of these channels is occupied by a 50,000-watter.

The informed reports stated that the Mexican Radio Department, headed by General Ignacio Galindo, is studying the technical aspects of these frequencies to decide which two of the four it will assign, based on least interference factors to other Mexican stations.

Why the Mexican Government suddenly has decided to desert the Canadian frequencies, and authorize these stations to "squat" on U. S. channels, was not explained. It was presumed, however, that international relations are interwoven in the decision, perhaps relating to some extent to the oil seizure controversy. Moreover, the fact that Mexico has not yet ratified the North American Broadcasting Agreement means that it is not bound by its terms, and therefore may consider itself a free agent in the use of broadcast frequencies.

Based on past experiences of U. S. stations, interference of the type which would be created by the projected operation might prove ruinous. Several of the stations involved have undergone the rigors of border station operation on their channels a few years ago—when the border stations operated on mid-channels and before the shifts to the Canadian frequencies. At that time, the border stations used less power than their present outputs.

Retaliation Possible

It is not improbable, should the transfers be ordered, that the FCC may authorize counter measures to prevent destruction of service here. In the past, thought had been given to setting up at the borders of transmitters which would blast a high-power carrier on the same channels and thereby jam transmissions from across the border.

The Mexican border stations, while licensed in the name of Mexican corporations, nevertheless for the most part are operated by Americans with American backing. Dr. Brinkley, noted for his "goatgland" rejuvenations, started his border station operations nearly 10 years ago, after the old Radio Commission deleted his station KFKB, in Milford, Kan., for using it as his private mouthpiece in advertising his hospital and his particular brand of surgery. The Baker border operations began shortly afterward after the Radio Commission had deleted his station, KTNT, at Muscatine, Ia., because of allegedly questionable cancer cure advertising.

XERB, which has started operations in Lower California to serve an American audience, as do the other border stations, is said to have as its chief owner General Abelardo Rodriguez, president of Mexico from 1928 to 1934. The president and general manager is Fred Ferreira, who has managed XEMO, Tiajuana, for the last seven years. XEMO continues to operate on 860 kc. with 5,000 watts, and both stations have announced appointment of Reynolds-Fitzgerald, national representatives, as U. S. sales representatives.

Lou Sterling, formerly of KNX, Los Angeles, has been named sales and program consultant of the two stations, according to an announcement. XERB and XEMO general offices are maintained in San Diego. The claim is made that these two stations are not in the same category as the other border stations, but rather propose to operate according to established standards in this country.

New Rift Foreseen

Meanwhile, no further word has been forthcoming from Mexico regarding ratification of the Havana Treaty, though State Department officials and the FCC have not yet despaired of all hope. The reported new turn in events, however, is viewed as decidedly unfavorable, and may be the forerunner of a rift in radio relations between this country and Mexico reminiscent of the conflict of several years ago.

The crux of the deliberations between Mexico and this country in connection with drafting of the North American broadcasting agreement was elimination of the border stations through a provision specifying that facilities assigned to the individual nations shall be designed to serve nationals of the particular countries. Since the American-controlled border stations all seek to serve U. S. rather than Mexican audiences, application of this provision automatically would spell their doom unless they used local-station power.

The border stations, it was reported, soon effectively spiked Mexico's ratification, and about a year ago an alternative suggestion was proposed for retention of the border stations as a condition precedent to approval of the other terms of the treaty, either by Senate ratification or through administrative agreement. A reallocation of facilities in the United States, under which the majority of stations would be shifted from 10 to 30 kc., is dependent upon Mexico's ratification since Cuba and Canada already have given their formal assent.

Precisely when the Mexican Government will order the shifts has not been stated, though they reportedly are contemplated momentarily. Whether it presages similar shifts to U. S. clear channels of other border stations was not indicated. Among the other high power border stations, and their present assignments, based on the latest official Mexican Communications Ministry's log, are XEAW, Reynosa, 100,000 watts on 960 kc., and XEPN, Piedras Negras, authorized to use 100,000-watts on 740 kc. The latter, however, is recorded as under "temporary suspension", and therefore not in operation.

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15 Cuban Stations Given Wave Shifts To Eliminate Interference on 780 kc.

A REALLOCATION of 15 Cuban stations has been effected to eliminate interference in the United States. The principal move, authorized by President Loredo Bru of Cuba by official decree, was that of CMQ, Havana 25,000-watter, shifted from the 780 kc. channel to 690 kc., used by CFRB, Toronto.

The immediate result of the CMQ shift was to relieve WMC, Memphis, WTAR, Norfolk and WEAN, Providence, all on 780 kc., from interference which has troubled them for approximately a year. The decree was signed by President Bru on Nov. 24, effective Dec. 1, and the resultant reallocation has been hailed as an outstanding example of international unofficial cooperation, in which both the U. S. and Cuban governments participated.

Under the decree, CMQ is required to radiate not more than 5,000 watts in the direction of Toronto, employing the directional antenna installed recently under supervision of Clyde E. Baker, WMC chief engineer. In the unofficial parleys in Havana, H. W. Slavick, general manager of WMC represented the stations, while Campbell Arnoux, WTAR general manager, was liaison in the Washington conversations.

Interference difficulties first developed in December, 1938, when the CMQ signals suddenly began to boom into this country. Subsequently the directional antenna was jointly built by the Cuban and American stations, but did not function satisfactorily. Several weeks ago Mr. Slavick flew to Havana to launch new negotiations with Maj. Juan Govea, new radio administrator and Messrs. Miguel Gabriel and Angel Cambo, co-owners of CMQ. A series of conferences resulted in the promulgation and signing of the decree by President Bru, assigning the 5,000-watt CMBC to 780 kc. from 690, using a directional which will radiate not more than 1,000 watts toward Memphis and Norfolk.

Upon his return from Cuba, Mr. Slavick stated that the "earnest desire and determined efforts of Cuba's new radio administrator, Maj. Govea, was responsible for clearing up this complicated problem. His thorough understanding of the American broadcaster's interference problem was his incentive to press his government into action and the final issuance of the decree".

Cooperation Lauded

Praising also the cooperation of the owners of CMQ, Mr. Slavick pointed out that moving of CMQ to 690 kc. involved a complicated reallocation of 15 other stations in Havana and other provinces, to prevent adjacent channel interference to nine new Cuban network stations recently assigned to frequencies near 690 kc. Moreover, it was necessary to find two new assignments for CMQ and its new network, comprising two 10,000-watt stations in Santa Clara and Santiago.

CMQ operated on 1010 kc. until about a year ago, this channel having been allocated to Cuba for high power under the North American broadcasting agreement (Havana treaty). While the agreement has been ratified by Cuba, Canada and the United States, Mexico has not given it the necessary sanction. During CMQ's operation on 1010

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Decline Indicated In Preponderance Of Drama Strips

Growing Interest Is Claimed In Other Daytime Programs

INDICATIONS of a trend away from the preponderance of network script commercials during daytime hours were seen in reports emanating from key cities that accounts are evincing an interest in other types of programs. Several national accounts, it was stated, are auditioning non-script programs, following the lead of Franco-American Spaghetti and Purity Bakeries, which recently undertook sponsorship of daytime musical programs.

Meanwhile, the plea of John F. Patt, vice-president and general manager of WGAR, Cleveland, for greater diversification of daytime programs, away from "washboard dramas", continued to gather momentum. Managers of stations on CBS, including network managed and operated outlets, contributed their support, almost without exception. While networks themselves would make no formal announcement, they were represented as in favor of any development which would tend toward better program balance.

Lohr's Position

Asked to comment on the idea, Maj. Lenox Lohr, NBC president, asserted that while Mr. Patt had raised a question worthy of serious consideration, the point is only a small part of the whole problem of good programming and proper program balance. Pointing out that there must be a large audience which listens regularly and with enjoyment to script programs, or leading advertisers would not use them so consistently, he said he was sure these advertisers would as willingly sponsor other types of daytime programs if these could be shown to be equally potent in building audiences and sales.

"The whole problem of achieving a program schedule that will please most of the listeners most of the time is one to which we at NBC have given a great deal of thought for a good many years," Maj. Lohr said. "Since only 30% of network programs are sponsored, it should be possible to produce a balanced program schedule through the proper selection of sustaining programs which occupy the remaining 70% of the day's broadcasting hours."

General Support

The practically unanimous support for the Patt suggestions continued without interruption during the ensuing two weeks. These supplemented the dozen prompt rejoinders received by the Cleveland broadcaster within a few days following his initial request for reaction from station executives.

Stephen P. Willis, general manager of WPRO, Providence, employed the results of a local coincidental survey to buttress his view that the daytime serials are "a hodgepodge in my mind". CAB, he pointed out, gives an especially good daytime serial a national average of about 7%, with individual programs, rated as successes, having 3 and 4%. If it is assumed that three unusually successful programs are on the air simultaneously, he pointed out, it means 21% of available sets are in use and 79% are out of use. "Does that mean that a big part of the owners of 79% of available sets don't want serials?" he inquired.

Mr. Willis brought out that coincidental surveys conducted in Providence revealed that the serial lovers were all listening to one station. He explained that WPRO is CBS, WJAR NBC-Red, and WEAN NBC-Blue, comprising all the stations in the city. Selecting a period when WEAN used its house band, WJAR a network serial and his own station a musical program, the coincidental showed 8.3% rating to the serial; 7% to WPRO, and 2.8% to WEAN.

"These figures, I believe, are encouraging," he said. "The serial lovers were all pushed over to one station. But the percentage of sets in use was unusually high compared to national average figures. More listeners at the time were listening to music than to the serial and our CAB was equal to a good serial rating."

H. J. Quilliam, general manager

(*Continued on Page 76*)

Principals in CBS-Station Shifts

Mr. Dellar

Mr. Lasky

Mr. Joscelyn

Mr. Meighan

Dellar to KSFO, Joscelyn to WBT, Meighan Promoted in CBS Transfers

WITH THE resignation of Lincoln C. Dellar as general manager of WBT, Charlotte, to take over executive direction of KSFO, San Francisco, Austin E. Joscelyn, Eastern sales manager of the Radio Sales division of CBS, on Dec. 11 was appointed to the Charlotte post. Simultaneously, Howard Meighan, of the New York Radio Sales staff, was promoted to eastern sales manager, succeeding Mr. Joscelyn.

Mr. Dellar, manager of WBT since April, 1938, will succeed Philip G. Lasky, as general manager of KSFO, CBS outlet. Mr. Lasky is expected to devote his primary attentions to KROW, Oakland-San Francisco, in which he holds a substantial ownership interest, recently acquired.

Returns to Home State

The Dellar appointment was made by Wesley I. Dumm, president and owner of KSFO, and brings Mr. Dellar back to his home State. He formerly managed KGB, San Diego, then a CBS affiliate, and joined CBS Radio Sales in May 1935. He was next transferred to the station relations department under Herbert V. Akerberg, and became manager of WBT in succession to William A. Schudt Jr., who took over the management of WKRC, Cincinnati, then a CBS-owned station.

In announcing the appointments, Mefford R. Runyon, CBS vice-president in charge of station operations, stated that Mr. Joscelyn would leave for a brief vacation before taking up his position at WBT on Jan. 1. Mr. Dellar will remain at WBT until mid-January and is expected to assume management of KSFO early in February. Mr. Meighan already has taken over his new duties.

Mr. Joscelyn was previously in the national advertising department of the *Chicago Tribune*, *New York Times* and *Miami Daily News*, after which he became the first salesman in the New York office of Free & Sleininger, station representatives. When the firm became Free & Peters, Mr. Joscelyn went to Chicago and later joined Radio Sales in that city. He became eastern sales manager in New York a year ago.

Mr. Meighan was one of the original members of the radio department of J. Walter Thompson Co., New York, later becoming vice-president and general manager of Scott Howe Bowen Inc. Subsequently he became head of the radio department of J. Stirling Getchell. He joined CBS Radio Sales in October 1934.

W. H. SUMMERVILLE NAMED WWL HEAD

W. H. SUMMERVILLE, former general manager of WGST, Atlanta, Dec. 11 became the executive director of WWL, New Orleans. He succeeds Vincent F. Callahan, who several weeks ago became assistant general manager of WBZ-WBZA, Boston - Springfield.

Mr. Summerville

A veteran broadcaster, "Slim" Summerville was for nine years commercial manager of KRLD, Dallas, and joined WGST four years ago. His successor in Atlanta has not yet been named.

Prior to his entry in radio, Mr. Summerville was associated with A. L. Chilton, executive head of KLRA and KGHI, Little Rock, in handling of theatrical publicity. Albert J. Cummings, who has been acting manager of WWL since Mr. Callahan's resignation, will continue as the station's business manager, it was reported.

Dozen Regionals Are Given 5 kw.

More Boosts to 250 kw. Also Awarded Local Stations

WITH more grants of power increases to 5,000 watts fulltime on Dec. 12, the FCC brought to 12 the number of stations, mostly operating with 1,000 day and 5,000 night, that have been given preferred regional status during the last fortnight. The Dec. 12 grants were to KOIN, Portland, Ore. (940 kc.); WDAF, Kansas City (610 kc.) and KGMB, Honolulu. The latter at present is on 1320 kc., but holds a CP for 590 kc.

Earlier Grants

At its meeting Dec. 5, the FCC authorized eight power increases to 5,000 watts fulltime. WSMB, New Orleans, was granted modification of construction permit to increase its night power to 5,000, with completion scheduled in 90 days.

Three stations on 950 kc. and three others on 1220 were among those horizontally increased to the 5,000 watts night output at the same meeting. On 950 kc. were KMBC, Kansas City, which will use a directional antenna for night operation only; WRC, Washington, which will use a similar antenna, and KFWB, Los Angeles, granted a straight modification of license with no special equipment. WCAE, Pittsburgh, on 1220 kc., was granted a construction permit to install a directional for night use with the 5,000 watts power, while WDAE, Tampa, was granted a construction permit for 5,000 watts fulltime, employing its directional system both day and night. KWOC, Pullman, Wash., was granted a straight modification of license to increase to 5,000 watts fulltime.

WFBC, Greenville, S. C., on 1300 kc., was granted an amended application for a construction permit to install a directional antenna and increase its night power to 5,000 watts, employing the directional for night operation only. Another power increase Dec. 5 went to KFSG, Los Angeles, authorized to increase night power from 500 watts to 1,000 watts.

Get 250 Fulltime

More stations were also raised from 100 watts daytime to 250 watts, giving them that power fulltime. On Dec. 5 grants were made to WTOL, Toledo; KWOC, Poplar Bluff, Mo., and WJPR, Greenville, Miss. On Dec. 6 the grants went to KOVO, Provo, Utah; WDWS, Champaign, Ill.; WMSL, Decatur, Ala.; KDNT, Denton, Tex.; WFMJ, Youngstown, O.; KRBM, Bozeman, Mont. KVAK, Atchison, Kan., was authorized to go from 100 watts daytime to 100 watts fulltime. WMSL, Decatur, Ala., obtained 250 fulltime in lieu of its previous 100 watts daytime.

On Dec. 12 the Commission granted 250 watts fulltime to WMFJ, Daytona Beach, Fla.; KHBG, Okmulgee, Okla.; KVCV, Redding, Cal.; KTUC, Tucson, Ariz. KSLM, Salem, Ore., Dec. 13 was granted an increase in day power from 500 to 1,000 watts.

SIR JOHN REITH, former director general of the British Broadcasting Corp., now chairman of the board of British Overseas Airways, arrived in New York on the *Statendam* Dec. 5, presumably on an official mission.

TBS Offers 102 Stations; Plans Debut

First Accounts Listed; Baldwin Is Station Relations Head

By BRUCE ROBERTSON

REPORTED AFFILIATES OF TBS

ALABAMA

WCOV, Montgomery

ARKANSAS

KGHI, Little Rock

CALIFORNIA

KERN, Bakersfield
KFOX, Long Beach
KFWB, Los Angeles
KFBK, Sacramento
KYA, San Francisco
KWG, Stockton

FLORIDA

WMFJ, Daytona Beach
WKAT, Miami
WTMC, Ocala
WFOY, St. Augustine

GEORGIA

WGAU, Athens
WAYX, Waycross

ILLINOIS

WDWS, Champaign
WIND, Chicago
WJJD, Chicago
WCBS, Springfield

IOWA

KFJB, Marshalltown
KSCJ, Sioux City

KANSAS

KGNO, Dodge City
KWBG, Hutchinson
KSAL, Salina

LOUISIANA

WJBW, New Orleans

MARYLAND

WCBM, Baltimore
WJEJ, Hagerstown

MASSACHUSETTS

WMEX, Boston

MICHIGAN

WHDF, Calumet
WJBK, Detroit
WJMS, Ironwood
WDMJ, Marquette

MINNESOTA

KATE, Albert Lea
KGDE, Fergus Falls
WDGY, Minneapolis
KWNO, Winona

MISSISSIPPI

WSLI, Jackson

MISSOURI

KFRU, Columbia
KCMO, Kansas City
KXOK, St. Louis
KDRO, Sedalia

NEBRASKA

KFOR, Lincoln

NEVADA

KOH, Reno

NEW YORK

WABY, Albany
WMBO, Auburn
WBNY, Buffalo
WMCA, New York

NORTH CAROLINA

WGNC, Gastonia
WFTC, Kinston
WRAL, Raleigh
WGTM, Wilson

NORTH DAKOTA

KDLR, Devils Lake
KRMC, Jamestown
KGCU, Mandan
KLPM, Minot
KOVC, Valley City

OHIO

WJW, Akron
WCPO, Cincinnati
WING, Dayton
WTOL, Toledo

OKLAHOMA

KOCY, Oklahoma City
KOME, Tulsa

PENNSYLVANIA

KQV, Pittsburgh

SOUTH CAROLINA

WCOS, Columbia
WSPA, Spartanburg

SOUTH DAKOTA

KABR, Aberdeen

TEXAS

KRBC, Abilene
KFDA, Amarillo
KNOW, Austin
KBST, Big Spring
KAND, Corsicana
KFJZ, Fort Worth
KLUF, Galveston
KXYZ, Houston
KFRO, Longview
KFYO, Lubbock
KPLT, Paris
KPAC, Port Arthur
KGKO, San Angelo
KABC, San Antonio
KRRV, Sherman
KTEM, Temple
KCMC, Texarkana
KGKB, Tyler
KVWC, Vernon
WACO, Waco

UTAH

KVNU, Logan
KUTA, Salt Lake City

VIRGINIA

WGH, Norfolk

WISCONSIN

WEMP, Milwaukee
WRJN, Racine
WDSM, Superior
WSAU, Wausau

WITH ONLY slightly more than two weeks before scheduled starting of operations on a 16-hour-a-day basis, executives of Transcontinental Broadcasting System are working overtime and at top speed to get clients, programs, wire lines and personnel lined up for the New Year's Day debut of this newest of nationwide networks. Plans are said to be progressing satisfactorily along all fronts, but only a few details have been disclosed regarding any aspect of TBS activities.

No rate card has yet been published by the network. However, TBS has visited a number of major advertising agencies, offering a network of 102 stations for an hour a day, five days a week, evening time, on a non-cancellable one-year contract, for a flat rate of $900,000. A half-hour program, on the same basis, can be purchased for $450,000 and a quarter-hour for $225,000. Time during the day is offered at half those sums.

Mr. Baldwin

These rates are far below those shown on the rate cards of CBS and NBC. For example, one major network rate card shows a 95-city hookup costing $16,867.50 per evening hour, with all discounts deducted, or $4,385,550 for that hour across the board, five days a week for 52 weeks. The average TBS station however, is far less powerful than the average NBC or CBS outlet.

Baldwin in Station Relations

Appointment of James W. Baldwin, former managing director of the NAB, as station relations director of the new network, was announced Dec. 11 by John T. Adams, TBS chairman of the board. Mr. Baldwin, who has practiced law in Washington since his retirement from the NAB in February 1938, is the former chief owner of WGH, Newport News, Va. He was secretary of the Federal Radio Commission from 1930 until 1933.

Other additions to the TBS staff, announced at the same time, include Robert C. Wilson Jr., for eight years an account executive at CBS and more recently in the radio department of Maxon Inc., and Ralph Nordberg, veteran time salesman who came to TBS from the staff of WOR, Newark. A. F. Adams has been named comptroller and Miss Dorothea Henninger purchasing agent. Gerald Lyons, formerly with CBS in charge of Major Bowes publicity, is publicity director for the network, with Miss Adele Purcell as his assistant. Miss Vee Donna has been named assistant to M. P. Wamboldt, program director.

Although the network is scheduled to begin operations two weeks hence, on Jan. 1, no details of the opening day's program schedule have been released beyond the announcement that TBS will broadcast the Cotton Bowl game at Dallas. Reports that President Roosevelt, whose second son Elliott is head of the new network, will speak at the TBS inaugural ceremonies, could not be confirmed at TBS headquarters, nor were they denied, executives refusing to comment.

Neither has any announcement been made regarding the general program plans of the network, although Mr. Wamboldt spent the weekend of Dec. 9-11 in Chicago conferring with Midwest affiliates of TBS on the subject of program organization. Roy H. Holmes, TBS traffic director, accompanied Mr. Wamboldt, as did Percy Baldwin of AT&T. Station men present at the session included Ralph Atlass, president of WIND and WJJD, together with Bert A. Sherman, W. F. Myers, Al Hollender and J. L. Allabough of the stations' staff; John W. Boler, North Central Broadcasting System; Charles Lamphier and William LaForce, WEMP; Arch Shawd, WTOL; James F. Hopkins and Arthur Cregon, WJBK; Walter Patterson, WING; L. J. Baxter, WBOW; C. G. Cosby, KXOK; Wallace E. Stone, WDGY; C. L. Thomas, KFRU; Robert A. Drohlick, KDRO; Earl Peak, Wayne Peak and Charles Peak, KFGB.

Most of the TBS programs will be originated from WMCA, New York; WJJD and WIND, Chicago, and KFWB, Hollywood, it was stated. The network's master control board is being set up in the TBS headquarters offices at 570 Lexington Ave., although present plans call for most programs to originate in studios at other locations, chiefly at WMCA in New York, it is understood.

On Dec. 12 TBS began querying its stations for clearance of time for commercials which it reported were already under contract. Stations were advised of availability of the following accounts:

Evening,(7:45-8 Mondays through Fridays), Dr. Lyons Toothpowder, featuring an unnamed commentator; 8-8:15 (Mondays through Fridays), Bayer's Aspirin, unnamed serial; 8:15-8:45 (Tuesdays), Phillips Milk of Magnesia, *Waltz Time;* 8:45-9 (Mondays through Fridays), Emerson Radio, featuring Elliott Roosevelt; 9-9:15, Tuesdays, Wednesdays and Thursdays, Anacin, featuring *Easy Aces;* 9:15-9:45 (Mondays through Thursdays), Bisodol, *Mr. Keen* script.

Morning programs were listed Mondays through Fridays as follows: 10 o'clock, Phillips, featuring *Stella Dallas;* 10:15, Lyons, featuring *Back Stage Wife;* 10:30, Bayer featuring *Widder Brown;* 10:45 Syrup of Figs, featuring *Front Page Murphy;* 11, Bab-O, featuring *David Harum;* 11:15, *Helen Trent*, unsponsored; 11:30, Haley's *Orphan's of Divorce;* 11:45-12, Dr. Clapps, unnamed script program.

Afternoon programs, Mondays through Fridays, were listed as: 2 p. m. Anacin, featuring *Our Gal Sunday;* 2:15, Aerowax, featuring *Crystal Collins;* 2:30, Shinola, unnamed script program; 2:45, Phillips Cream and Cal-Aspirin, featuring *Lorenzo Jones;* 3 p. m. Caldwell's featuring *Doc Barclay;* 3:15 *John's Other Wife*, unsponsored; 3:30, Bab-O, featuring *Amanda of Honeymoon Hill;* 3:45-4, Kolynos, featuring *Just Plain Bill;* 5:15-5:30, *Ben, the Boy Detective*, unsponsored; 5:30-5:45, Double Bubble, featuring *Bruce Scott to the Rescue.*

It was pointed out that all of the scheduled programs, with the exception of Emerson Radio, are placed by Blackett-Sample-Hummert. Emerson has not confirmed its schedule on TBS.

With the disclosure of prospective TBS accounts, a number of stations on the existing major networks indicated they would protest duplication of the same script programs on competing local stations. In some instances, it was indicated stations might refuse to continue broadcasting script serials if the dual outlet procedure is followed by the agency. One important network affiliate said he would not condone an operating situation where listeners would be advised to tune in competing stations at night for the same programs, in the event they missed an episode."

List of TBS outlets, including 92 stations, was released Dec. 8 in a statement which said that "other contracts are in the mail or under negotiation". Included in the list are several regional networks: The five stations of the McClatchy Broadcasting System; Texas State Network, with 20 outlets; North Central Broadcasting System, including 14 outlets; Tropical Broadcasting System, comprising four Florida stations.

Questioned as to the reaction of MBS to more than 20 of its affiliates joining TBS, Fred Weber, general manager of MBS, said, "Mutual might do a lot of things, but we are not discussing them now as we have been told that anything we might say in advance might affect our legal position when the time for action comes. If we do decide to take action, it will not be until TBS has actually supplied these stations with programs."

TBS affiliates have been officially notified to clear 28½ hours weekly for TBS programs. Letter, sent out Dec. 2 over the signature of Mr. Adams, asks affiliates in the Eastern Time Zone to clear the following periods from Monday through Friday: 10 a. m.-noon, 2-4 p. m.; 5:45-6 p. m.; 7:30-7:45 p. m.; 8-9 p. m.; 9-10 p. m. Thursday only.

Stations in the Central Time Zone were asked to clear each of these periods an hour earlier (CST), except the 5:45-6 p. m. spot. This program they are asked to record when it comes over the TBS wire at 4:45-5 CST for broadcasting an hour later, 5:45-6. Stations operating on Mountain and Pacific Time are requested to re-

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Industry Supports NAB Music Project

Response Is Satisfactory Miller Says After Group Meetings

WITH nine of the 17 NAB districts already canvassed at special meetings, generally satisfactory response to the industry project for creation of Broadcast Music Inc., to set up an industry-owned music supply was reported Dec. 11 by NAB President Miller.

Looking toward a $1,100,000 subscription from stations, supplemented by $400,000 already earmarked from the networks, the project met noteworthy support in the several Eastern meetings. West of the Mississippi, however, the response, while not unanimous, nevertheless appeared, in Mr. Miller's view, to indicate an "over the top" subscription before the Feb. 1 deadline. In several districts, because of State registration requirements, stock subscriptions or pledges per se could not be accepted but resolutions were adopted which were tantamount to pledges.

General Support

With Mr. Miller himself opening the majority of the meetings in his whirlwind swing around the country most of the attending broadcasters supported the project, designed to inject competition into the music publishing field and to offset the "monopoly" exercised by ASCAP. The Broadcast Music plan envisages creation of a fully implemented organization which would engage in the production of music in all its phases for broadcast use, with stations themselves holding the stock along with acceptance of licensing agreements for performance of the music. Time is of the essence, Mr. Miller repeatedly emphasized, since current contracts with ASCAP expire at the end of 1940.

The Broadcast Music "war-chest" already is receiving its initial contributions, in the form of 20% payments to the NAB by subscribing stations. These payments are toward the acquisitions of stock in Broadcast Music, with the balance callable after Feb. 1 as licensee fees. The assessments are on the basis of 50% of station payments to ASCAP in 1937 and the contributions for stock thus represent one-tenth of what stations paid ASCAP during that year.

As BROADCASTING went to press, it was estimated that more than $100,000 already had been paid into the fund. This was based on the $80,000 commitment from NBC and CBS (representing one-fifth of their flat $400,000 contributions) plus upwards of $20,000 received from subscribing stations resulting from the district meetings.

Discussion at the district meeting was not confined to ASCAP and Broadcast Music. The union musicians' situation, which appears headed for a strike next Jan. 17, came in for healthy discussions, with broadcasters almost unanimous in the view that no increase in assessments, as proposed by AFM, should be condoned. Meetings in a number of cases were attended by representatives of the transcription companies, including M. M. Blink, for Standard Radio; Maurice Wetzel for NBC Thesaurus, and Ralph Wentworth for Langlois & Wentworth. They supported the Broadcast Music plan and Standard Radio, through Mr. Blink, for the first time disclosed that his company would sell the tax-free portion of its library, approximately 60%, separately.

Approved in New York

The Broadcast Music ball started rolling at the district meeting held in New York Nov. 28 when the project was unanimously endorsed. Managers of 16 of the 29 stations represented signed stock subscriptions after Paul W. Morency, WTIC, Hartford, district director, and Sydney M. Kaye, general counsel for Broadcast Music, described the project. Another 13 managers pledged subscriptions or stated they would recommend them to their station owners. Save for WBNX and WQXR and the network outlets which were already pledged, other New York City stations did not make outright pledges at the meeting and have not been heard from since. Subscribing stations announced by NAB were, in addition to those mentioned, WICC, WTIC, WATR, WAAB, WBZ-WBZA, WELI, WMEX, WNAC, WSAR, WLLH, WBRK, WMAS, WTAG, WEAN and WJAR.

Mike Fright

RCA Mfg. Co. played a hero role recently when one of its Victor recorded transcriptions, prepared in advance, had to be used at the last minute before a broadcast when a nine-year-old mongrel dog, Duke, lost his voice from stage fright. Seems Duke was to bark his thanks on WCAM, Camden, N. J., to New Jersey's Gov. Harry Moore, who awarded him a medal for his bravery in routing three armed burglars from the store of his master, Gustav A. Schwoeri. Duke lost his "voice", and RCA stepped in with the transcription of Duke's barked "acceptance" speech.

At a combined meeting of Districts 8 and 9, comprising Indiana, Michigan, Illinois and Wisconsin, on Dec. 6 at South Bend, the ma-

(*Continued on page 78*)

IN OMAHA and South Bend representatives of NAB member stations met in early December with President Neville Miller to talk over stock subscriptions to Broadcast Music Inc. At top, during the 10th District meeting in Omaha, Foster May (left), of WOW, interviews Mr. Miller while Rainey T. Wells, general counsel of Woodmen of the World, and William Ruess, personnel director of WOW and chief auditor of the insurance company, listen. In center is another group at the Omaha meeting—(clockwise) Sumner Quarton, WMT, Waterloo, Ia.; Jack Todd, KMMJ, Grand Island, Neb.; John Schilling, WHB, Kansas City; R. L. Rose, KWOS, Jefferson City, Mo.; Bill Quarton, WMT, Cedar Rapids; Ben Hovel, WOC, Davenport, Ia.; F. C. Eighmey, KGLO, Mason City, Ia. Among the officials of 31 stations at the South Bend meeting, for Districts 8 and 9, was the group at bottom, greeted by Franklin D. Schurz (right), manager of WSBT and WFAM, *South Bend Tribune* stations—(l to r) William H. West, manager of WTMV, East St. Louis, Ill., NAB director for Illinois and Wisconsin; Robert H. Swintz, commercial manager of WSBT and WFAM; Mr. Miller, and John Fetzer, manager of WKZO, Kalamazoo, Mich., NAB director for Michigan and Indiana.

Competition Issue Is Granted Review In Supreme Court

Highest Tribunal Decides to Rule on Economic Problem

THE BROADCAST station owner soon will know where he stands on the question of competition from new stations licensed in his area by virtue of acceptance Dec. 11 by the U. S. Supreme Court of that issue, as raised in the so-called Sanders case. The FCC had petitioned the court, through the Solicitor General, for certiorari after the U. S. Court of Appeals for the District of Columbia had reversed its decision authorizing a new station in Dubuque, Ia.

If the Supreme Court should sustain the Commission's contention that unlimited competition is permissible even to the point of destroying existing stations, it will open a new era in radio regulation. Presumably the Commission would be restricted to exercising only technical "police" powers, ignoring all other phases of station operation.

On the other hand, should the court finally conclude that existing stations must be protected from destructive competition, FCC attorneys already have expressed the view that the industry will be subjected to rigid regulation in all its phases, not even excluding program and rate regulation. The theory is that if it must determine whether competition will be destructive, it must know the basis on which stations charge for their time, whether their programs meet specified standards and whether a reasonable profit could be earned under varying circumstances.

Appellate Rulings

Coincident with the highest court's acceptance of the Sanders appeal came three opinions from the U. S. Court of Appeals of the District of Columbia, dealing with the economic issue. In two of the cases, decided in a combined opinion, the court dismissed the appeals of WOKO and WABY, Albany, from the FCC decision granting the Troy Broadcasting Co. a new station in nearby Troy, N. Y. In substance, the court held in this opinion, written by Associate Justice Miller, and concurred in by Chief Justice Groner and Justice Edgerton, that an appealable interest is not necessarily shown when introduction of new facilities will simply cause "deterioration" of service. It affirmed its previous view that when economic injury will result to the degree of destroying the ability of an existing licensee to serve public interest, it is sufficient to show an appealable interest. This was the conclusion reached in the Sanders case.

In another opinion, however, involving appeals of WJAX and WMBR, Jacksonville, from the FCC decision granting the Metropolis Co. a new local in Jacksonville, the court held that the appellants had stated sufficient reasons to fit the requirement of the statute and therefore denied the motions of the FCC to dismiss the appeal on the same economic grounds.

The unlimited competition the-

(*Continued on Page 79*)

This Is Our Story

for the Past Year

. . . and the Years to Come

One hundred forty-two spot advertisers used WLS, Chicago, in 1939. 58% of them had advertised on WLS at least one year previously. 43% have used WLS three or more years. 24% have been with us five years or more, and one has used WLS every year for eleven consecutive years!

We don't need to tell you that these advertisers were satisfied. Otherwise they would not renew or return to WLS. After all, there's only one way to satisfy an advertiser: Get results. That's what WLS does.

WLS

THE PRAIRIE FARMER STATION

Burridge D. Butler, *President* **(*Chicago*)** Glenn Snyder, *Manager*

JOHN BLAIR & COMPANY, *New York, Chicago, Detroit, St. Louis, Los Angeles, San Francisco*

NBC-BOSTON and NBC-New York recently exchanged visits, with overnight boat trips and sight-seeing among the events. Caught in Boston were the following (l to r): Seated, Fred Cole, WBZ; Don Roberts and Jim McConnell, NBC New York; John Holman and Vince Callahan, WBZ. Standing are Ken Strong and George Harder, WBZ; Walter Scott, NBC New York; D. A. Myer, John McNamara, Cy Young and Harry Goodwin, WBZ; John Dodge, WRC-WMAL, Washington; Gordon Mills, NBC New York; Sherman Gregory, KDKA, Pittsburgh; Herb Masse, WBZ; Bill Tilenius, NBC New York; Babe Norris and Frank Bowes, WBZ; Maurie Boyd, NBC New York; Grif Thompson, KYW, Philadelphia; Hap Myers, NBC, N.Y.

Way Cleared for Census Radio Count

Bureau Will Make First Actual Tabulation In Decade

By LEWIE V. GILPIN

FIRST actual count of radio homes in the United States since 1930 will be made during the 16th Decennial Population Census, starting early in 1940. With Census Bureau approval of the question, "Is there a radio in this dwelling unit?" as part of the regular schedule of the Housing Census, the way has been cleared for a factual survey of radio set distribution that will reach every home in the country.

In addition to furnishing an accurate inventory of the actual number of radio homes, the 1940 census, through its various divisions, will yield information valuable to broadcasters covering population, manufactures, merchandising, distribution and other matters pertinent to national economics [BROADCASTING, Oct. 15]. Among the various schedules of the Decennial Census are included censuses of manufactures, business, mines and quarries, to start Jan. 2, 1940, and the regular population census, along with surveys of agriculture and housing, to begin April 1, 1940.

Housing Census

An appropriation of $45,000,000 has been authorized by Congress and some $21,000,000 actually has been appropriated for the population census. An additional appropriation of $8,000,000 has been authorized specifically for the Housing Census, and it is expected the actual appropriation will be included in the first Deficiency Bill.

The Housing Census, through the radio question, will supply the first concrete figures on nationwide radio ownership since the last population Census in 1930, although various estimates have been made from year to year by the radio industry on both radio homes and number of sets. The Census canvassers will ask only if each home is radio equipped and will not investigate the ownership of more than one set by any family, according to the Census Bureau, partly to avoid cluttering up the schedule and partly because, as the Bureau pointed out, in many cases multiple ownership exists only in fact and not practically, since old "blooper" sets and out-of-commission receivers would necessarily be listed although not actually in operation. The coming Census will not include automobile radios as such.

Officials of the Census Bureau have estimated that some 33,000,000 occupied dwelling units will be reached in the 1940 census. According to the 1930 Census there were 12,048,762 U. S. homes with radio sets and about 13,000,000 sets in use in the country. This represented about 46% of the dwelling units covered, according to the Census Bureau.

Trade estimates of radio set ownership have indicated a rapidly mounting percentage of radio homes since 1930, and 1938 estimates show 28,000,000 radio homes in the country, with 40,800,000 sets in use [1939 BROADCASTING *Yearbook Number*]. The latter figure points to an accompanying increase in the ownership of two or more sets.

Broadcasters in recent years have had to rely on industry estimates such as those arrived at by the Joint Committee on Radio Research and other trade groups. Figures furnished by the coming Census will afford a valuable factual base upon which the radio industry can calculate coverage and circulation data, along with marketing and merchandising statistics that heretofore have resulted largely from independent surveys or estimates.

All About Houses

It is estimated the 1940 Census will cover 132,000,000 people, 33,000,000 homes, 3,000,000 business concerns, 170,000 manufacturing establishments, 7,500,000 farms and about 12,000 mines and quarries in its various divisions. In 1940, for the first time, the Census will include a separate housing schedule designed to give detailed information for each dwelling unit, whether occupied or vacant, rural or urban.

Kansas Pep

KANSAS U's Homecoming celebration was notable for WREN, Lawrence, for various reasons. First off, Verl Bratton, acting manager, during a highlight summary of a football rally on the eve of the traditional Kansas-Missouri game declared that "several thousand enthusiastic *roosters* attended the pep broadcast", which was held in front of the WREN building. During the pep rally broadcast it was WREN's pleasure to introduce the Homecoming Queen—Barbara Edmonds, a WREN singer and K. U. student. The selection was doubly enjoyable because last year's queen, Alice Marie Meyn, also was a singer heard frequently on the station.

For each dwelling unit data will be secured as to number of rooms, water supply, bath and toilet facilities, and light equipment, along with refrigeration used, presence or absence of a radio, heating equipment and the principal heating and cooking fuels used. In addition to investigating the individual characters of homes, the Census is to include information on outstanding mortgages or land contracts, amount and periods of payment, interest rates charged, and type of corporation holding the mortgage.

The business schedule covers retail and wholesale trade, service businesses, theatres and amusement places, hotels and tourist camps, construction contractors and finance companies. It also includes the primary distribution of manufacturers' sales to wholesalers, retailers and industrial users, and will provide data for tracing the sales of commodities through wholesale and retail channels. Data will cover the year ended Dec. 31, 1939.

Among new features included in the population schedules are inquiries concerning employment and wage status, migration and education. On the basis of a 5% sample —every 20th respondent—the following subjects also will be covered: Usual occupation, industry and worker class as a supplement to information obtained concerning present occupation, in order to determine availability of and shifts to various kinds of labor; whether respondent has a Federal Social Security account number and whether wage deductions have been made for Federal Old Age Insurance during the 12 months ending Dec. 31, 1939; data showing number of children ever born to women who are or have been married, to make studies of differential fertility; mother tongue or native language obtained by a question asking what language was spoken in the home in earliest childhood; status of all veterans of foreign wars and their wives, widows and children; and information concerning birthplace of father and mother of all respondents.

Stations Not Included

Radio stations have not been included in either the Census of Business or Census of Manufactures, according to the Census Bureau, since information that would be covered by Census questionnaires already is available through the FCC. However, the radio and phonograph manufacturing industry is included in the Census of Manufactures. Included in its schedule are questions covering a description of the plant, officers and employes, salaries and wages, cost of materials, power equipment, fuel and electricity used, expenditures for plant and equipment, inventory, and a detailed analysis of products made and work done during the year.

It is expected the field work on this survey, which is to begin Jan. 2, will be completed within four or five months and that the basic facts will be published by States and by industries during 1940. Statistics also will be published by industrial areas, counties, cities and towns as rapidly as they are tabulated and prepared in report form. The Census will extend to about 200,000 establishments, classified in some 400 separate industris.

Remington Spots

REMINGTON-RAND, New York, on Nov. 30 started a Christmas campaign on WHN, New York, for its portable typewriters using six quarter-hour periods of Art Green's afternoon and evening musical programs Monday through Saturday and for daily participation in the Charlie McCarthy *Early Bird* program six times weekly. The General Shaver Co., division of Remington-Rand, is using 18 spot announcements a week to promote its Close Shaver for Christmas sale. Leeford Adv. Agency, New York, handles both accounts.

WXYZ • DETROIT

New RCA Transmitter
New Blaw-Knox Vertical Tower

Located 7 air miles from Detroit City Hall.

Penetrates deeply into Southeastern Michigan with new daytime power increase.

Adds more listeners to 1000-watt night-time coverage.

Letters, telegrams, and 'phone calls praise the improved WXYZ reception. New coverage map now being prepared.

WXYZ today gives more market and more good service area, at no added cost until after January 15, 1940.

KING-TRENDLE
BROADCASTING CORPORATION

Chase & Sanborn Shifts Programs

Cuts Sunday Program in Half; General Mills Changes

STANDARD BRANDS Inc., New York, curtailing production costs, following the Dec. 31 broadcast will cut its weekly NBC *Chase & Sanborn Hour* to a half-hour. The show will be heard on 62 NBC-Red stations, Sunday, 8-8:30 p. m. (EST) effective Jan. 7.

Dropped from the weekly program will be Don Ameche and Dorothy Lamour. Talent lineup will consist of Edgar Bergen with Charlie McCarthy, Donald Dickson, vocalist and Robert Armbruster's orchestra. It is also understood that Barabara Jo Allen (Vera Vague), comedienne, will remain. Guest stars will be used occasionally and Bergen, to all intents and purposes will be master-of-ceremonies. It is further understood that Pat Friday, formerly of the NBC Kraft Music Hall program, is being considered as replacement for Dorothy Lamour.

One Man's Family (Tenderleaf Tea), also sponsored by Standard Brands, will shift from its present Sunday night spot to the half-hour period vacated by Chase & Sanborn. It will be heard Sunday, 8:30-9 p. m. (EST), with a possible rebroadcast, 9:30 - 10.00 p.m. (PST). The sponsor will definitely drop its Thursday night *One Man's Family* rebroadcast, it was said, but will continue *Those We Love* for Royal Desserts in the second half of the Thursday hour, 8:30-9 p. m. Both programs were placed in the Thursday hour when Rudy Vallee's program was discontinued on Sept. 28 of this year. J. Walter Thompson Co., New York, is the agency.

To Cut Good News

General Foods Corp., New York, has been reported as reducing its Thursday night full hour show *Good News of 1940* for Maxwell House coffee on 85 NBC-Red stations to a similar one-half hour schedule, but, according to the agency, Benton & Bowles, New York, although this move has been discussed, no decision will be reached until next spring. Recent audition of a half-hour show by Donald Cope, Hollywood production head of Benton & Bowles, has given rise to reports of the cut. Although Cope denied such an intent, the audition show carried as featured artists Fanny Brice and Hanley Stafford, in their Baby Snooks skit, and Meredith Willson's orchestra, mainstays of the *Good News* program. Bob Stephens and Kay St. Germain were the singers.

Audition program was titled *America Sings* and music confined to old favorites. Cope declared the program was built just in case General Foods Corp. wanted another show, but those in the know declare that *Good News* will be definitely cut. General Foods Corp. it was said, will retain the balance of the hour network time for a new program to be announced soon.

THE FCC on Dec. 5 authorized assignment of the license of KGKY, Scottsbluff, Neb., from the Hilliard Co. Inc., to a partnership comprising L. L. Hilliard, Ruth K. Hilliard and R. M. Stewart, the station's commercial manager.

11-Month Net Sales Above 1938 Total As November Reaches All-Time Record

WITH December figures still to come, time sales of the major networks for 1939 have already surpassed those for the full year of 1938, establishing 1939 as another record-breaking year in network history.

Cumulative gross time sales of NBC, CBS and MBS for the 11 months of 1939 total $74,969,360, an increase of 15.4% over the $64,974,899 total for the same period of 1938 and some $3,000,000 above the $71,728,400 total gross time billings for these networks for the full year of 1938.

In November combined network time sales amounted to $8,018,352, up 19.4% from the November 1938 figure of $6,713,258. The month, incidentally, is an all-time high in network billings, topping October's total by $4,000.

NBC time sales in November totaled $4,234,984, a gain of 8.6% over the figure for the same month of last year. Red Network sales accounted for $3,277,529, up 11.1% from November 1938, and Blue sales for $957,455, up 0.8%. For the year to date, NBC time sales have been $40,964,606, topping the 11-month total for 1938 of $37,575,607 by 9%. Cumulative Red billings so far this year total $31,719,659, while Blue billings total $9,244,947.

CBS November time sales of $3,456,323 topped those of the same month of 1938 by 40.9% and by more than $1,000,000, largest gain in both percentage and dollars of all nationwide networks. For 1939 to date, CBS has sold $30,992,671 worth of time, an increase of 24.9% over the $24,816,337 time sales total for the same period of 1938. MBS November billings of $327,045 represent a 10.4% decrease from those of the same month a year ago, but for the January-November period MBS has sold time to the extent of $3,012,083, up 16.6% over the $2,582,955 figure for the first 11 months of 1938.

Gross Monthly Time Sales

	1939	*% Gain over 1938*	*1938*
NBC			
Jan.	$4,033,900	6.8%	$3,793,516
Feb.	3,748,695	7.2	3,498,053
March	4,170,852	9.6	3,806,831
April	3,560,984	7.6	3,310,505
May	3,702,102	8.4	3,414,200
June	3,382,404	5.7	3,200,569
July	3,283,555	11.0	2,958,710
Aug.	3,312,570	12.6	2,941,099
Sept.	3,315,307	11.3	2,979,241
Oct.	4,219,253	11.8	3,773,964
Nov.	4,234,984	8.6	3,898,919
CBS			
Jan.	2,674,057	—7.1	2,879,945
Feb.	2,541,542	—5.2	2,680,335
March	2,925,684	—3.6	3,034,317
April	2,854,026	17.7	2,424,180
May	3,063,329	25.4	2,442,283
June	2,860,180	34.8	2,121,495
July	2,311,953	69.1	1,367,357
Aug.	2,341,636	64.2	1,423,865
Sept.	2,563,132	60.0	1,601,755
Oct.	3,366,654	41.0	2,387,395
Nov.	3,456,323	40.9	2,453,410
MBS			
Jan.	315,078	16.7	269,894
Feb.	276,605	9.2	253,250
March	306,976	31.8	232,877
April	262,626	38.6	189,545
May	234,764	20.9	194,201
June	228,186	12.7	202,412
July	216,583	29.6	167,108
Aug.	205,410	24.7	164,626
Sept.	210,589	5.1	200,342
Oct.	428,221	23.1	347,771
Nov.	327,045	—10.4	360,929

Gulf *Guild* to Present Shirley Temple Dec. 24

PLANS are being made for the Dec. 24 radio debut of Shirley Temple on the CBS *Screen Guild Theatre*, sponsored by Gulf Oil Corp. Shirley, who will appear in a radio version of her latest picture, "The Blue Bird", is to be introduced by Darryl F. Zanuck, vice-president of 20th Century Fox Studios. CBS will shortwave the program to Belgium so that Maurice Maeterlinck, author of the story, can listen. He will be cut in to say a few words.

So pleased is 20th Century Fox Studios with the reception accorded "Drums Along the Mohawk", on the recent Kate Smith program, the film company is now planning to give "Swanee River", its next Technicolor release, the same type of radio buildup. It is understood that another tieup with the Kate Smith program is currently in prospect. Some 45 network broadcasts have been arranged for four songs from the film, "Gulliver's Travels", produced by Max Fleischer Productions, which will be released through Paramount Studios at Christmas.

Pet Milk Starts Discs

PET MILK SALES Corp., St. Louis, has started a series of thrice-weekly quarter-hour transcriptions titled *Mary Lee Taylor* on an undetermined number of stations. Gardner Adv. Co., St. Louis, handles the account.

HIRSUTE splendor emerged generally among the male population of Okmulgee, when that Oklahoma metropolis held its annual Pioneer PowWow, and the staff of KGBG, Okmulgee, displayed itself admirably in the spirit of the occasion, as evidenced by the meticulously groomed handlebar and chin mop of Manager Pat Buford (top), and the spinach of Announcer Fred Gaye and Salesman Charles Dabney (l to r below).

KOIN-KALE Appoint Buckendahl as Head of Commercial Relations

APPOINTMENT of Harry Buckendahl, 36-year-old Pacific Coast manager for Gilman, Nicoll & Ruthman, newspaper representatives, as director of commercial relations of KOIN and KALE, Portland, a newly-created post, was announced Dec. 11 by C. W. Myers, president of the stations, effective Jan. 1.

Mr. Buckendahl

An innovation in station executive management, the new post was created by Mr. Myers because of the peculiar qualifications of Mr. Buckendahl and apparently has no counterpart in radio. He will become active in handling of national advertising and as part of his work will seek to develop advertiser-agency consciousness of radio as a medium.

Mr. Myers, former president of the NAB, first met Mr. Buckendahl 16 years ago when he was an office boy for the Gilman firm and at which time Mr. Myers was a newspaper publisher. He worked in Chicago several years, representing West Coast newspapers and subsequently was appointed Pacific Coast manager for the firm, with headquarters in San Francisco, and is well known to practically every agency and advertiser on the Coast.

Cavalcade Returns

E. I. duPONT de NEMOURS & Co., Wilmington, Del., on Jan. 2 will return to the air its four-year-old program *Cavalcade of America* on 96 NBC-Blue and Red stations, Tuesdays, 9-9:30 p. m. (EST). The new series, depicting the story of America, will be under the supervision of a research board consisting of Marquis James, twice winner of the Pulitzer Prize; Carl Carmer, noted author of books about the American scene, and Dr. Frank Monaghan, professor of history at Yale. The program, winner of several radio awards in the past, will be directed by Homer Fickett, while Don Voorhees will again arrange and direct the music. Four stations, because of program conflicts, will broadcast the program via transcription, as follows: WAVE, Louisville, Tuesdays, 6:30 p. m.; WSM, Nashville, Fridays, 6:30 p. m.; WOW, Omaha, Fridays, 9:30 p. m., and WLW, Cincinnati, Sundays, 5:30 p. m. BBDO, New York, is the agency.

Paramount Spots

PARAMOUNT PICTURES, New York, is sponsoring a series of 50-word spot announcements promoting the current attraction at the Paramount Theatre, New York, on a week-to-week basis on several New York stations. Late in November, "The Cat and the Canary" was featured in the announcements on WJZ, WNEW and WOR, and the first two weeks in December, spots were heard for "The Great Victor Herbert" on WJZ, WQXR and WMCA. Buchanan & Co., New York, is the agency.

HERALD GOODMAN

Master Salesman at the Mike

with his Tennessee Valley Boys and Vagabond Cowboys

HERALD GOODMAN—composer of "Lamp Lightin' Time in the Valley," "Little Mother of the Hills" and other famous songs—member of the celebrated network Vagabond Trio, Herald, Dean and Curt—favored talent of some of the biggest advertisers in radio and popular star of phonograph records—yes—we give you Herald Goodman, Master Salesman at the Mike!

Herald Goodman, with his cowboys and hillbillies, have pulled over 30,000 pieces of mail since coming to KVOO a few months ago! 8 broadcasts pulled 9,606 recipes from women listeners recently. 2 broadcasts pulled 620 entrants in a word building contest. Almost every promotion that Herald handles pulls mail into the thousands of pieces. His KVOO Saddle Mountain Roundup has played to 100,000 paid admissions in Oklahoma theaters.

If you want to reach folks, just plain folks, in the middle income bracket, let Herald Goodman do it in this territory. Within 75 miles radius of Tulsa lie 40% of Oklahoma's population, furnishing 43% of Oklahoma's buying power and 44% of Oklahoma's actual retail sales. KVOO *alone* covers this area effectively and in addition has *primary coverage* counties in Kansas, Missouri and Arkansas!

KVOO

TULSA OIL CAPITAL OF THE WORLD

25,000 WATTS UNLIMITED TIME

BOTH N. B. C. NETWORKS

EDWARD PETRY AND CO., Inc.

National Representatives

Labor Relations Unit in FCC Is Considered by Chairman Fly

Supreme Court Ruling in Railroad Case Leads To Study of Its Affect on Broadcasting

CREATION within the FCC of a labor relations unit, to keep abreast of labor conditions in all aspects of communications and even of broadcasting, has been given preliminary thought and may be proposed shortly by Chairman James Lawrence Fly.

Chairman Fly said Dec. 8 that some thought had been given to the matter but that it has not yet been formally taken up by the Commission. While emphasis has been placed on the desirability of such a unit with respect to common carrier operations, such as telephone and telegraph companies, Mr. Fly did not entirely discount the possibility of certain activities in the broadcast field.

Supreme Court Ruling

Thought on the subject apparently developed following the Supreme Court ruling Dec. 4, in the so-called Rock Island railroad case. In this case, the Supreme Court upheld the ICC order that the Rock Island pay dismissal wages and transfer expenses of accounting employes of a leased subsidiary. It upheld the right of the ICC to establish standards to protect employes who might be aggrieved by virtue of consolidations. Since the legislation relating to common carriers under the jurisdiction of the ICC is similar to that delegating authority to the FCC over communications carriers, it was thought the ruling had a direct bearing on future FCC functioning.

While broadcasting is clearly exempted from the common carrier category in the Communications Act, there nevertheless was the view that the Supreme Court opinion has a bearing on broadcast employment. Even prior to the Rock Island decision, the FCC has been petitioned by labor groups to consider the purported plight of broadcast station employes who might suffer as a result of consolidations or deletions. The question was raised by CIO in connection with the Bulova acquisition of WPG, Atlantic City, and its consolidation with WOV and WBIL in New York into a single fulltime station.

The potentialities of labor jurisdjction loom large in another quarter also. A situation such as that raised by the threatened strike of the American Federation of Musicians should it be unable to revise employment contracts with the broadcasting industry when the current contract expires next January, might present a case in which the Commission would inject itself. A musicians strike, it was pointed out, obviously would have a bearing upon the ability of stations to serve the public interest, convenience and necessity, as the law requires. While the chances are remote, it nevertheless is conceivable that the Commission might seek to arbitrate this situation in some way and prevent the shutting off of service which would render operation in the public interest almost impossible.

In individual station cases, resulting from consolidations or deletion of existing facilities, it is theorized that the FCC, on the basis of the Rock Island decision, might seek to take jurisdiction in order to insure proper treatment of employes.

Chairman Fly did not elaborate on his views but indicated the matter would be broached to the FCC in the near future. Presumably before any tangible action is taken, a thorough analysis of the law and of the Supreme Court opinion will be undertaken by the Law Department.

Butcher's Century

UNDER terms of a "plot" engineered by the staff of WJSV, Washington, District Commissioner George Allen on Dec. 8 donated $60 to the station's Christmas Shoe Fund. During a broadcast with Arch McDonald, WJSV sports announcer, Allen was persuaded to raise his donation to $100 but imposed a requirement that Harry Butcher, CBS vice-president, follow suit. Mr. Butcher followed. The fund is being raised in cooperation with the *Washington Daily News*.

Hobby Shorts

ARRANGEMENTS are now in process for the filming of a series of shorts by Warner Bros., New York, featuring Dave Elman, m.c. of the *Hobby Lobby* program, and several of the hobbyists who have appeared on past broadcasts. Fels & Co., Philadelphia, sponsors the program on CBS, through Young & Rubicam, New York.

Proposed FCC Budget Increase May Permit New Inquiry Unit

WITH a budget recommendation of $2,100,000 for the 1940-41 fiscal year, which begins next June 30, the FCC may be in a position to expand its operation to include a new Investigation Division, which among other things would report on qualifications of new station applicants, it was learned Dec. 11.

The U. S. Budget Bureau, according to responsible sources, has recommended an appropriation for the FCC of $2,100,000 for the forthcoming fiscal year as against a current fund of $1,830,000. The Commission had asked for $3,115,000 — about a million dollars more than recommended for it.

Defense Budget

Because of the plan of President Roosevelt to set aside a so-called "B" budget for national defense purposes, it is thought possible the FCC will be accorded additional funds at a later date in connection with expansion of its monitoring activities due to national defense and neutrality requirements. The FCC is seeking funds for a number of modern mobile monitoring units, capable of checking shortwave operations and it is thought that this material and personnel might well fall in the national defense category.

The plan for an Investigation Division, assuming that the $2,100,000 appropriation is finally forthcoming from Congress, could be carried out with those funds. However, it would be within the discretion of the Commission to decide whether it should use a portion of that money for the purpose or expand it for personnel and expenses in other branches of the agency. It has been estimated that an appropriation of approximately $50,000 would be sufficient to retain a dozen or 15 expert investigators for this service [BROADCASTING, Dec. 1].

The Investigation Division, it has been indicated, would be used primarily to inquire into the qualifications of new station applicants as well as to pursue other inquiries specifically assigned by the Commission. Need for preliminary study of prospective station licensees has been repeatedly emphasized not only to assure the Commission of first-hand information regarding prerequisites but also to prevent hearings on such applications when it might be learned beforehand that the applicant is automatically disqualified. Such matters as citizenship, lack of financial responsibility and character of background, are included.

Chairman James Lawrence Fly has already taken cognizance of the plight of broadcasters forced to defend themselves against irresponsible applicants, declaring he hoped to devise means of correcting this situation. It is presumed he had in mind the functioning of an investigation unit.

HENNESSEY NAMED HEAD OF FCC BAR

PHILIP J. HENNESSEY Jr., Washington attorney, was elected president of the Federal Communications Bar Assn. at its annual meeting Dec. 1, for a one-year term. He succeeds Frank W. Roberson, former FCC general counsel.

Mr. Hennessey

Horace L. Lohnes was elected first vice-president and Philip G. Loucks, second vice-president. Herbert M. Bingham was re-elected secretary, and Paul A. Porter, CBS Washington attorney, was named treasurer. Elected to the Executive Committee for three-year terms were Judge E. O. Sykes, former member of the FCC, and Frank W. Wozencraft, general counsel of RCA, New York.

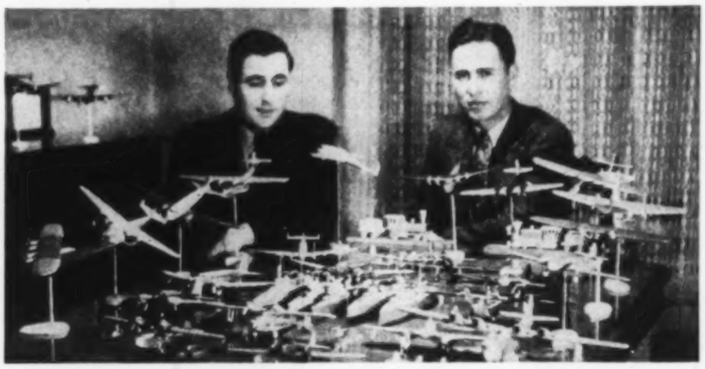
Holdover members of the Executive Committee are Louis G. Caldwell and Ralph M. Kimball, whose terms expire in 1940, and Duke M. Patrick and Swager Sherley, who serve until 1941.

New Albers Series

ALBERS BROS. MILLING Co., Seattle (Friskies Dog Food), through Erwin, Wasey & Co., Los Angeles, on Jan. 14 starts for 26 weeks, a weekly quarter-hour mystery series, *The Adventures of Dr. Dare*, on 9 CBS Pacific Coast stations (KNX KARM KSFO KROY KOIN KIRO KVI KFPY KSL), Sunday, 2:30-2:45 p. m. (PST). Firm, for its cereals, is currently sponsoring the weekly half-hour musical program *Good Morning Tonite* on 5 NBC-Pacific Red stations, the broadcast emanating from San Francisco.

Maine Potato Series

MAINE DEVELOPMENT COMMISSION in November started its annual campaign in the interests of State of Maine trade-marked potatoes using twice-weekly programs titled *Girl From Maine* on the Marjorie Mills participating series on the Yankee network. Campaign will continue until early spring and is handled by Brooke, Smith, French & Dorrance, New York.



RADIOMEN'S HOBBY turned into a fascinating feature on KGVO, Missoula, Mont., where the Model Makers Club has attracted dozens of entries from ages 11 to 60. Jack Burnett (left), commercial manager, and Marion Dixon, local sales manager, are here shown with some of the model airplane and seacraft entered in the display. It all started because the KGVO duo are themselves master builders of model planes.

A maker of beverages came to WOR in the summer of 1939. Using a half-hour evening show, this manufacturer lifted his sales 100% in thirteen weeks and increased his dealers from 5,000 to 50,000 in that same length of time. Though his product was originally sold in New York City only, a checkup made three months after he began using WOR showed that he had expanded his territory to Greater-New York, New Jersey, Westchester and Lower New England. It was also found that customer demand created by the WOR broadcasts, had forced two prominent New York grocery chains to place his product on their shelves. Interesting, too, is the fact that the WOR broadcasts enabled this manufacturer to successfully launch and build acceptance for a new product in a field that has been discouragingly competitive for years.

F-M Broadcasting On Three Relays Proves Successful

Armstrong and Doolittle See Widespread Radio Changes

WHEN the first triple rebroadcast of the new frequency modulation broadcast was accomplished Dec. 3 without the use of telephone wires at WDRC, Hartford, radio experts at the demonstration predicted important changes in radio within a decade.

"It is just the beginning in the start of chain broadcasting of frequency modulation," said Maj. Edwin H. Armstrong, inventor of the new-type broadcasting, who went to Hartford to supervise the "triple play" rebroadcast.

It happened thus: W2XCR, Yonkers, N. Y., broadcast a special frequency modulated program, which was picked up by Maj. Armstrong's station, W2XMN, at Alpine, N. J. This station rebroadcast the program, which, in turn, was picked up by W1XPW, Meriden, Conn., owned by Franklin M. Doolittle, general manager of WDRC, Hartford.

W1XPW again rebroadcast the special program, and it was received in WDRC studios before a specially invited group of radio technicians, experts, and newspapermen.

Progress Noted

K. B. Warner, managing secretary of the American Radio Relay League and editor of *QST*, amateur radio publication, said after the demonstration:

"I thought it was just technically unbelievable with three relays, yet the program was still better by far than the present conventional system at its best. In 10 years there won't be any orthodox brand of broadcasting remaining except for the lowest grade of local service."

Mr. Doolittle said: "I think frequency modulation gives the finest quality we ever have been able to transmit. The triple rebroadcast was a marvelous success."

The special program originated in the private home of C. R. Runyon, Yonkers, who has been working with Major Armstrong on frequency modulation. A piano player and a violinist gave selections, records were played, and various sounds, such as striking of two steel bars together, ringing of bells, the gurgling of water into a glass, the lighting of a match, the drop of an ice cube into a glass of water, and others, were heard.

More on the Way

There will be many more of these relay broadcasts during the coming year, Maj. Armstrong predicted, stating that by mid-summer about 25 frequency modulation stations will be in operation. The method will be immediately useful to a broadcaster such as John Shepard 3d, he said, whose station on Mt. Washington can rebroadcast programs picked up from the Paxton transmitter which receives its programs from the Shepard studios in Boston. Eventually other stations might be added to this radio chain, he stated.

Asked if F-M stations would be permitted to rebroadcast programs by radio relays when the FCC has forbidden this practice to broadcasters using the present system of amplitude modulation, Maj. Armstrong explained that the Commission's ruling prohibits these radio relays for broadcasters operating within the present broadcast band where wire facilities are available to prevent using up the spectrum of frequencies available for broadcast use.

TWO RADIO pioneers, Maj. Edwin H. Armstrong, inventor of frequency modulation (left), and Franklin M. Doolittle, general manager of WDRC, Hartford, discuss success of the first triple rebroadcast in history of frequency modulation broadcasting without use of telephone wires. Major Armstrong said Mr. Doolittle was one of his earliest "disciples" in the frequency modulation experiments. Mr. Doolittle owns W1XPW, Meriden, Conn., an F-M station.

With frequency modulation, he stated, wire facilities are not available as it is not possible to transmit a 15-kilocycle band over telephone lines and to keep out the noise. Furthermore, these frequency modulation relays do not use up the spectrum, as the rebroadcasting station picks up the signal from the regular broadcast of the originating station. Eventually, however, relays on much higher frequencies will probably be used to permit greater flexibility of operation.

Better Quality

At present all F-M stations in the chain must broadcast all chain programs, as each must transmit a signal for the station next in line to pick up. By using the higher frequencies, signals from the originating station can be picked up by more distant F-M stations and those along the line can accept or reject the chain programs in accordance with their own plan of programming.

The whole aim, he said, is to give better quality radio transmission to the listeners, and frequency modulation programs can be as perfectly sent on frequencies of several hundred megacycles as on the present 40-megacycle band. In Hartford, he explained, W1XPW can pick up the CBS programs which W2XMN rebroadcasts several hours daily from W2XMN with greater fidelity than it can get them from WDRC, which has received them over the wires from the CBS studios in New York.

As for television, Maj. Armstrong said: "When and if there is a television chain, it will be done with frequency modulation. The technical principles are the same in frequency modulation as in television."

A BOOK titled "Best Broadcasts of 1938-39", compiled by Max Wylie, CBS director of script and continuity, will be published Dec. 18 by Whittlesey House, New York ($3.50). It is an anthology of 32 separate programs of all types, reprinted "as broadcast" by the three major networks.

'Red' Barber Wins Award

RED BARBER, baseball announcer of WOR, Newark, who covered the games of the Brooklyn Dodgers for the station during the past season, on Dec. 6 was named the nation's top baseball announcer in the poll conducted among leading sports writers and correspondents representing *The Sporting News*. Second place was voted to Frankie Frisch of the Colonial Network, MBS New England hookup, while Bob Elson of WGN, Mutual's Chicago affiliate, won third place. Tom Manning, of WTAM, Cleveland, and France Laux, of KMOX, St. Louis, received previous awards.

Gillette Bowl Games

GILLETTE SAFETY RAZOR Co., Boston, on Jan. 1 will sponsor two of the New Year's Day football games—the Sugar Bowl game from New Orleans, an exclusive NBC feature, and the Orange Bowl game in Miami, a CBS exclusive. The NBC game will be heard on 75 Blue stations with Bill Stern covering for the third successive year. Ted Husing will describe the CBS broadcast from the Orange Bowl, to be heard on over 70 stations. To promote its sponsorship of the two games, Gillette has sent out over 50,000 window streamers and has arranged for numerous advance announcements to be broadcast during the weeks preceding the games on stations carrying the events. Transcriptions describing features of the broadcasts have been made by both Husing of CBS and Stern of NBC for distribution by Gillette to the stations scheduled. Maxon Inc., New York, handles the account.

Pro Game on 9

GENERAL MILLS, Minneapolis (Wheaties), sponsor of games of the National Football League, arranged a special hookup of nine stations to carry the National League Football League championship game between the Green Bay Packers and the New York Giants, played Dec. 10 in Milwaukee. Stations were WOR, Newark; WCAU, Philadelphia; WCBM, Baltimore; WFMD, Frederick, Md.; WOL, Washington; WWSW, Pittsburgh; WGAR, Cleveland; WJR, Detroit, and WJJD, Chicago. Covering the event were Announcers Red Barber of WOR, Newark; Dick Fishell of WHN, New York, and Harry Wismer of WJR, Detroit. Wadhams Oil Co., Milwaukee, which has sponsored all games this season played by the Green Bay Packers on WTMJ, Milwaukee, also sponsored the game on that station, with Russ Winnie describing the contest. Scott-Telander, Milwaukee, is agency for Wadhams, and Knox-Reeves, Minneapolis, handles the General Mills account.

F-M Demonstration

OFFICIAL Washington gets its first practical glimpse of frequency modulation Jan. 13 when Maj. Armstrong demonstrates the system under the auspices of the Washington Radio Club at the National Museum. The Washington chapters of the Institute of Radio Engineers and of the American Institute of Electrical Engineers have been invited, with W3XO, the Jansky & Bailey F-M station to demonstrate the transmitting medium. FCC officials and staff have been invited.

WJR-WGAR Head Would Sell Pro Football Team

GEORGE A. (Dick) RICHARDS, who with Leo Fitzpatrick and others owns the Detroit Lions pro football team, runner up for the western division championship, has offered that club for sale at an asking price of $200,000, according to an announcement Dec. 9 from the annual meeting of owners and coaches in Milwaukee.

Mr. Richards, who was unable to see any of the Lions' games this season due to illness which has kept him at his home in Palm Springs, Cal., reported to the meeting he was impelled to sell under doctor's orders. He bought the club in 1934 and transferred it from Portsmouth, O., to Detroit, paying $15,000 for the franchise. It is reported a group of Detroiters is considering buying.

Cooperative Quiz Begun On WKRC by Grocers

FIRST broadcast of a weekly *Kitchen Quiz* series was heard Dec. 9 on WKRC, Cincinnati, under sponsorship of the Cincinnati Retail Grocers & Meat Dealers Assn., scheduled for an indefinite period. The program, an audience participator in which housewives vie for prizes, is conducted by Virginia List, former director of the Domestic Arts Guild, and conductor of the WKRC *Economy Kitchen*.

Heard at 8.30 Saturday mornings, the series is designed to catch housewives before they do their week end shopping. Featured are messages designed to promote dependability and service of neighborhood grocers. Signs and posters are mailed for display by grocers and WKRC, in cooperation with the *Cincinnati Times Star*, places publicity and advertising in the newspaper. Contestants for the program are chosen from a list of women writing for a place. Applicants must give name and address of their neighborhood grocer.

KOY Describes Own Fire

WHEN a $1,500 fire damaged the heating plant of KOY, Phoenix, that station's special events department broadcast a description of the blaze.

FOR the post season Sugar Bowl football classic in New Orleans, WSGN, Birmingham, Ala., has arranged with the Southern Railway for a WSGN Sugar Bowl Special train and is offering two free fares and tickets to the New Orleans tussle to listeners writing the best letters on "Why WSGN is my favorite sports station". Going over final details of the contract are Henry P. Johnston (left), general manager of WSGN, and Searcy Johnson, assistant general passenger agent of Southern Railway.

FOR CHRISTMAS

BROADCASTING

Broadcast Advertising

1940 Yearbook Number Included

Special Christmas Gift

SUBSCRIPTION RATES

*

10 Gift Subscriptions	$15
5 Gift Subscriptions	10
3 Gift Subscriptions	7
2 Gift Subscriptions	5
1 Gift Subscription	3

1940 YEARBOOK Number Included

HOW MANY KINDS OF SPOT RADIO?

THERE are as many kinds of SPOT RADIO as there are advertisers and problems.

Whether a sponsor wants a minute or an hour, a 25-word announcement or a fifteen-minute strip, live or transcribed, he can buy it on as few or as many stations as he likes. He can fit his coverage exactly to his distribution when he buys his stations separately, whether they are independent or network affiliates.

This oldest form of commercial broadcasting lets him pick his time in each city, buy stations separately, localize his sales appeal and gear his radio advertising to his plans in every particular.

WHEN YOU HEAR THE SIGNAL,
IT WILL BE EXACTLY—

1 "I wish I could use SPOT RADIO," said the Advertiser, "but I don't manufacture watches."

2 "You don't run a department store, either," replied his Agency Man, "but you often use newspapers."

3 "Just because a certain type of advertiser uses a certain medium in a certain way," he went on, "doesn't mean that everybody must."

4 "Time signals are just one effective form of SPOT RADIO. It can be 25 words or 15 minutes or an hour—any length."

5 "But the important thing about SPOT RADIO is that it lets you buy your stations individually—separately—not linked together."

6 "Humph, that fits my sales plan like a glove," humphed the Advertiser. "Let's get out the maps and SPOT our RADIO!"

For any advertiser or agency executive who wants to see how SPOT RADIO *can meet his individual situation, we shall be very glad to suggest a specially prepared outline.*

SPOT RADIO

IS BROADCASTING WHICH YOU CAN SPOT

ON THE AIR TODAY

ANY TIME **ANY LENGTH** **ANY WHERE**

EDWARD PETRY & COMPANY

INCORPORATED

Representing Leading Radio Stations throughout the United States—individually

Offices in NEW YORK • CHICAGO • DETROIT • ST. LOUIS
SAN FRANCISCO • LOS ANGELES

XUM

New NBC Maps Reveal Coverage

Day and Night Coverage Areas Are Charted Separately

ALTHOUGH NBC has just completed its first set of coverage maps to show separately the daytime and nighttime coverage areas of its affiliate stations, these maps will not be distributed to advertisers and advertising agencies, nor will they be individually available even to NBC's own salesmen, according to J. M. Greene, recently appointed circulation manager of NBC. Each station gets a copy of its own maps as fast as they are received from the printer, Mr. Greene said, with the distribution about half completed at present, but there will be no further distribution.

In explanation of this policy, which is in direct contradiction to that of CBS, which for several years has been publishing and distributing day and night coverage maps of its affiliate stations, Mr. Greene said the NBC maps picture the listening pattern of each station when that station is broadcasting network programs and therefore do not give a true picture of the station's coverage when it is broadcasting local programs not available from its neighboring NBC stations.

Not for Spot

"If we make our maps available to advertisers and agencies," he said, "they will inevitably be used in planning spot campaigns, and they are not intended for that purpose. Each station has its own coverage map and data which the advertiser or agency can obtain from that station or its representative and NBC has no place in that picture.

"We will use these maps and the data underlying them," he continued, "to make network presentations, showing advertisers the coverage available with any specific network setup, either present or prospective. With this information we can tell a network client how many radio homes the addition of any station or station group to his present network will add to his audience. These figures are not always constant for any particular station, as the overlapping of its coverage area with those of nearby outlets will vary with the inclusion or exclusion of those other outlets in the proposed network.

"Individually, our maps generally, although not always, show coverage areas more limited than would coverage maps based on the station's own signal strength and mail response when considered as an individual entity and not as part of a network," he added, "which is another reason we are not going to distribute them generally."

Maps, prepared by Mr. Greene and his assistant, Charles Robertson, who was formerly in NBC's research division, were based on mail response over an extended period of time, using the regular NBC Airea method broken down for the first time into day and night coverage. Method of determining the par counties when day and night coverage was combined, through use of the half-milivolt line in conjunction with mail, was used this time to determine daytime coverage of all stations and nighttime coverage of clear channel stations. For regional and local stations, however, whose ground waves are subject to interference at night from the sky waves of distant stations, a nighttime interference line was set up, computed by NBC engineers in accordance with FCC standard signal-to-noise required ratios.

TROPHY FOR CHILDREN'S SERIES

Higbee Co., Cleveland, Wins Annual Award for Popular Series Broadcast on WHK

CLIMAXING a two-month promotional drive, the Higbee Co., Cleveland department store, on Dec. 8 was awarded the *Cleveland Plain Dealer* 1939 Radio Poll trophy for sponsoring the year's most popular children's program—*Pinnochio,* heard on WHK, Cleveland. Charles L. Bradley (left), president of Higbee Co., received the trophy, "Miss Oscarette", from Robert S. Stephan, *Plain Dealer* radio editor. The *Pinnochio* series, which made its sudden rise to top popularity in less than two months, has been one of the most effective promotions the store has ever used, Mr. Bradley commented.

On the day following announcement of the award, the department store made two announcements on WHK, offering a free "Pinnochio mask" to all members of the Pinnochio Club, to be given away at three locations in the store—children's clothing, boys' clothing and the toy departments. Response to the announcements was so great that 14 extra salespeople were added in these departments.

The day the announcements were made more than 3,000 new members of the club were signed up, swelling the nine-week total to more than 15,000, and depleting the supply of badges and membership cards until more were ordered. Sales in all departments offering the masks jumped, with an especially large increase in the toy department.

Other Reader Choices

With *Plain Dealer* readers in 149 cities and towns in six States participating in the balloting, favorite programs and radio personalities included:

Personality: Charlie McCarthy: Program: *Chase & Sanborn Hour;* Master of ceremonies: Don Ameche: Classical singers: Nelson Eddy, Lucille Manners; popular singers; Bing Crosby, Kate Smith; comedian: Jack Benny; drama: *Lux Radio Theatre;* serial: *One Man's Family;* symphonic program: *Ford Sunday Evening Hour;* light classical music: *Voice of Firestone;* dance band: Guy Lombardo; variety: *Chase & Sanborn Hour;* quiz: *Information Please;* commentator: Lowell Thomas; educational: *U of Chicago Roundtable;* kid's show: *Pinnochio.*

Runners-up: Alec Templeton, *One Man's Family,* Bing Crosby, Richard Crooks, Margaret Speaks, Kenny Baker, Frances Langford, Edgar Bergen, Orson Welles, *Those We Love,* Toscanini, *American Album of Familiar Music,* Kay Kyser, *Good News, Doctor I. Q.,* Kaltenborn, Dr. Walter Damrosch, *Let's Pretend.*

Show horses: Bing Crosby, *Information Please,* Clifton Fadiman, Lawrence Tibbett, Jessica Dragonette, Frank Munn, Connie Boswell, Bop Hope, *Big Town, Vic & Sade, N. Y. Philharmonic, Cities Service Concert,* Wayne King, *Prof. Quiz, American Town Meeting,* and *Orphan Annie.*

Gulf Oil Corp. Renews Screen Guild 16 Weeks

GULF OIL Corp., Pittsburgh (oil products), has renewed its weekly half-hour *Screen Guild Theatre* on 65 CBS stations for an additional 16 weeks, effective Jan. 1, Sun., 7:30-8 p.m. At expiration of the extended period Motion Picture Relief Fund will have received a total of $500,000 from the sponsor for the erection of a home for indigent workers in the film industry. Actual construction of the home will start when the $500,000 mark is reached.

With talent, directors and writers donating their services to the weekly program, Gulf Oil Corp. contributes $10,000 a week to the Fund. Joe Hill continues as agency producer on the show with Austin Petersen as assistant. Writers are Charles Tazewell, Sam Perrin and Jess Oppenheimer. Roger Pryor continues as m.c., with John Conte announcing. Oscar Bradley has the orchestra. Young & Rubicam, New York, is agency.

Renewal contract was signed in Hollywood by Jean Hersholt, representing the MPRF; Ralph Morgan, Screen Actors Guild; Walter Wanger, Producers Assn., Conrad Nagel and representatives of the oil corporation and the agency.

DEPRECIATION LIST FOR TAXES REVISED

ANSWERING a request of the NAB for specific information on changes in depreciation allowances as applied to broadcasting companies, the Treasury Department on Dec. 1 sent the NAB a revised list of "group lives" applicable in filing income tax returns.

Timothy C. Mooney, Deputy Commissioner, and E. L. Lindsey, assistant head of Division, the Bureau of Internal Revenue, signed the letter sent to the NAB. They reminded that "the lives stated above are averages built up on the experience available for the equipment of all companies for which data could be obtained and may not be applicable to the assets of a particular company whose experience may indicate shorter or longer lives."

In making public the letter, the NAB explained that "allowance for depreciation cannot be predicted upon a general average. Each broadcaster should produce all the facts pertinent to his own case and press for a decision thereon without reliance upon general practices."

The Revenue Bureau's group lives follow: Transmitter equipment, 10 years; studio control equipment, 10 years; speech input equipment, 10 years; antenna equipment, 12 years; towers, 15 years; buildings, 20 years; studio furniture and fixtures, 7 years; office furniture and fixtures, 15 years; pipe organs, pianos, etc., 10 years; television equipment, 4 years; facsimile equipment, 5 years.

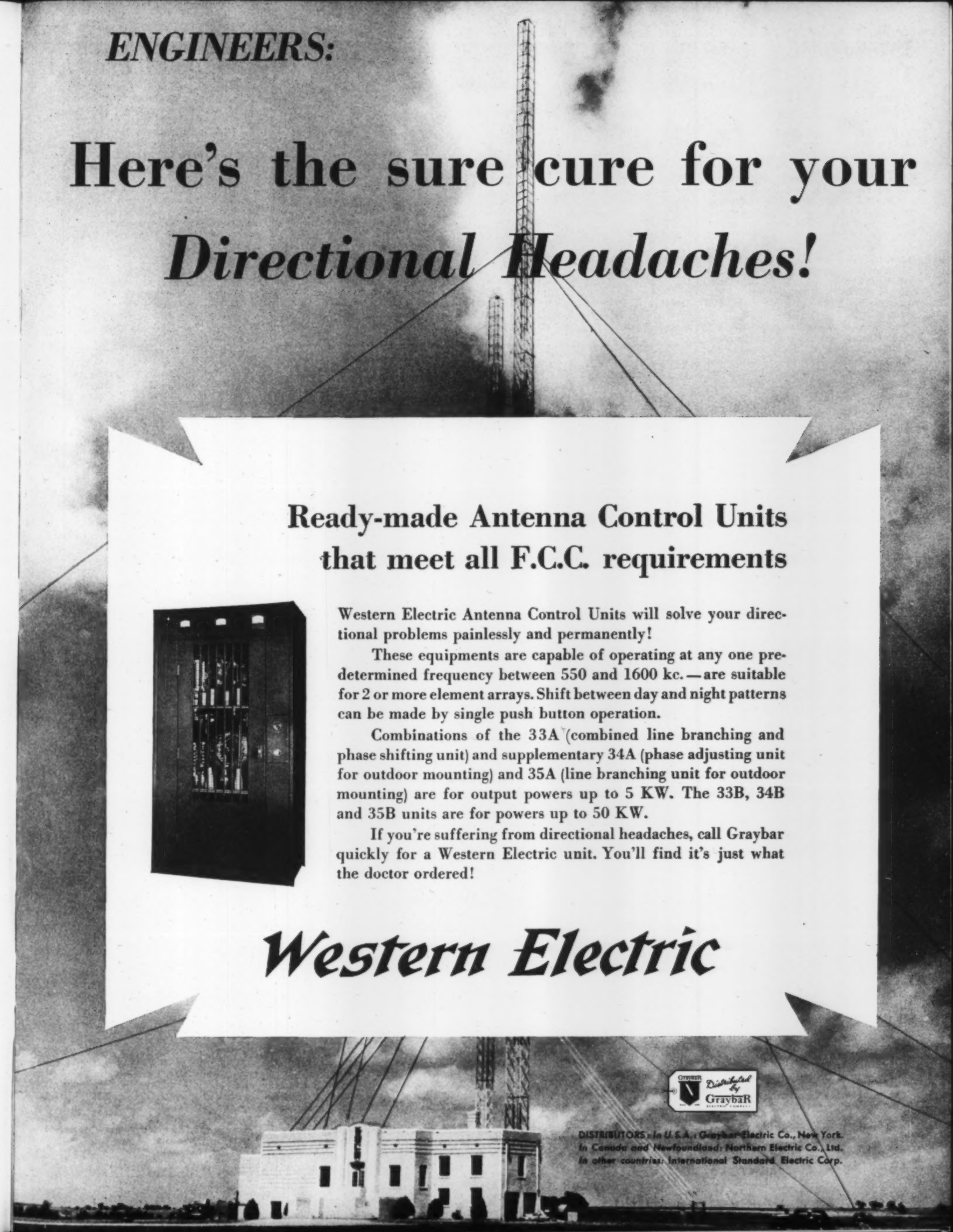
P & G Tests Serial

PROCTER & GAMBLE Co., Cincinnati (White Naptha), has started *Little Cross Roads Store,* five-weekly quarter-hour live program, on KWTO, Springfield, Mo., for 52 weeks. It is understood the series may be expanded to other markets. The program was developed by the staff of KWTO and has been on the air for the last five years. Quaker Oats sponsored the show last year and prior to that time it was sponsored locally. George Earle Wilson, production director of KWTO, writes and produces *Little Cross Roads Store.* Actors include Al Stone and Bill Ring, KWTO announcers; Catherine McKee, bookkeeper of KWTO; Gloyd Thrailkill, of the KWTO continuity department. Theme of the dramatic serial is the philosophical attitude of an aged store keeper. Compton Adv., New York, handles the account.

New Campana Series

CAMPANA SALES Co., Batavia, Ill., on Jan. 7 will start *Grand Hotel,* dramatic program sponsored by the company in 1937 on NBC-Blue, on 30 CBS stations, Sunday, 1:35-2 p. m., on behalf of Campana Hand Cream, Italian Balm, Dreskin, Collies and D.D.D. Campana also sponsors the weekly *First Nighter* program on CBS. Aubrey, Moore & Wallace, Chicago, is the agency in charge.

NBC, MBS and CBS will broadcast the address by President Franklin D. Roosevelt at the annual Jackson Day dinner given Jan. 8 by the Democratic Party at the Hotel Mayflower, Washington.



ENGINEERS:

Here's the sure cure for your *Directional Headaches!*

Ready-made Antenna Control Units that meet all F.C.C. requirements

Western Electric Antenna Control Units will solve your directional problems painlessly and permanently!

These equipments are capable of operating at any one predetermined frequency between 550 and 1600 kc.—are suitable for 2 or more element arrays. Shift between day and night patterns can be made by single push button operation.

Combinations of the 33A (combined line branching and phase shifting unit) and supplementary 34A (phase adjusting unit for outdoor mounting) and 35A (line branching unit for outdoor mounting) are for output powers up to 5 KW. The 33B, 34B and 35B units are for powers up to 50 KW.

If you're suffering from directional headaches, call Graybar quickly for a Western Electric unit. You'll find it's just what the doctor ordered!

Western Electric

Distributed by GraybaR Electric Company

DISTRIBUTORS: In U.S.A.: Graybar Electric Co., New York.
In Canada and Newfoundland: Northern Electric Co., Ltd.
In other countries: International Standard Electric Corp.

Intervention Rule Undergoes Shifts

Trend Toward FCC Reversal Of Policy Is Indicated

A TREND toward gradual reversal of its non-intervention procedure in broadcast cases is apparent on the FCC, though several anomalous situations have been created by virtue of the procedure.

One of the strange situations affects KOA, Denver, 50,000-watter operating on the 830 kc. clear channel, which has been excluded from participation in a hearing on the application of WHDH, Boston, for fulltime on that channel. The hearing has been scheduled for Jan. 15 in Washington, having been postponed from Dec. 11 and involves the application of WHDH for 5,000-watt unlimited time on the channel in lieu of its present 1,000-watt limited time operation. Only WEEU, Reading, Pa., which operates daytime on the frequency, has been admitted as an intervenor.

Motions Denied

Commissioner Case, presiding at the motions docket Dec. 5 dismissed without prejudice a petition of the Clear Channel Group to intervene in the hearing on the ground that preservation of clear channels is involved. He also denied the Group's motion to dismiss the WHDH application, and denied a KOA motion to dismiss the application as in violation of existing rules. Previously, another presiding commissioner had denied KOA's petition to become a party to the hearing.

At the motions docket Dec. 8 Commissioner Case granted several petitions to intervene. As a matter of fact, all petitions pending that day were granted. In one case, involving the application of WROL, Knoxville, for a change in frequency to the 620 kc. channel occupied by WFLA and WSUN, a presiding commissioner had denied the petitions of the Florida stations to intervene. Subsequently, the WSUN application for intervention, filed on a new basis, was granted. Similar action was taken in the case of WFLA Dec. 8.

More CBS Sustainers From Hollywood Planned

HOLLYWOOD will assume a more important place as origination point of CBS sustaining programs during 1940, according to W. B. Lewis, the network's New York vice-president in charge of programs, who has been on the West Coast for two weeks conferring with Donald W. Thornburgh, vice-president in charge of Pacific Coast operations, and Charles Vanda, western division program director. While no new trend is imminent at this time, he stated that many innovations in broadcasting will be tried out during the summer months. Mr. Lewis is credited with introducing the first quiz program.

He stressed the fact that the present CBS Hollywood production staff is sufficient to carry out program plans under discussion and that no additions or changes in personnel are contemplated. Mr. Lewis declared that radio is now in its biggest year commercially, and indications point to another banner season for 1940-41.

DURING the annual meeting of the American Association baseball clubs in Columbus Dec. 1-2, three visiting sports announcers called on Johnny Neblett, WBNS sportscaster. They all belong to the American Association of Baseball Broadcasters—(l to r) Connie Desmond, WSPD, Toledo; Neblett; Don Hill, WAVE, Louisville; Vic Lund, WIRE, Indianapolis.

KMPC to Be CBS Optional Outlet; Signs Cooperative Compact With KIRO

WHEN KMPC, Los Angeles, begins operating fulltime early in 1940, under its cooperative pact with KIRO, Seattle, it will become an optional outlet of CBS, available to clients of that network as an additional station in the Los Angeles area to KNX, or as an alternative outlet.

This was disclosed coincident with the working out of the KIRO-KMPC agreement for fulltime use of the 710 kc. channel to which each was assigned on a regular basis last month by the FCC. The new agreement likewise has been filed with the FCC.

Operated by the Richards-Fitzpatrick-Patt combination and managed by Leo B. Tyson, veteran Southern California broadcast executive, the new fulltime KMPC will relocate at the former KECA site, subject to FCC approval of the removal. Considerable staff expansion is contemplated by Mr. Tyson in view of the prospective fulltime schedule, together with separation of studios and transmitter. Both studio and transmitter now are located on Wilshire Boulevard.

Under the KIRO-KMPC agreement, dated Dec. 1, the Seattle station will seek 10,000 watts power placing it in a 1-B status, while KMPC will be recognized as equivalent to a Class II station with 5,000 watts or more.

The FCC on Nov. 14 assigned KIRO to 710 kc. with 1,000 watts unlimited time, in lieu of its previous special experimental authorization. KMPC heretofore has been a limited time station on 710 kc., and on the same date was authorized to operate with 5,000 watts daytime and 1,000 watts at night on that frequency. WOR, Newark, is the dominant station on the channel, using 50,000 watts, and will be protected by KIRO through use of a directive antenna.

Promise Cooperation

Consummation of the agreement came following several days of negotiation in Washington among the principals. Leo J. Fitzpatrick, executive vice-president of WJR, WGAR and KMPC, stations principally owned by George A. Richards, and Saul Haas, vice-president and executive of KIRO, signed the agreement. Others who participated included John F. Patt, vice-president of the Richards-Fitzpatrick stations; R. Morris Pierce, WGAR chief engineer; Duke M. Patrick, counsel for KMPC, and W. Theodore Pierson, counsel for KIRO.

The agreement sets out that the two stations desire to "cooperate with each other to improve service in their respective service areas, and, by use of modern engineering methods, to improve the broadcast quality and coverage of their respective stations." It was agreed that neither station will protest or otherwise object to the action of the FCC in granting the two fulltime applications. KMPC then agreed to file an application for authority to operate with 5,000 watts "or more", unlimited time, employing an antenna system at a site in or near the metropolitan area of Los Angeles in such a manner as will prevent objectionable interference "during nighttime within the 500 uv/m 50%-sky-wave contour of KIRO or during daytime within the 100 uv/m ground-wave contour of KIRO." This degree of protection is identical with that afforded I-B stations under the new engineering stands.

KIRO to File for 10 kw.

KIRO agreed to file and prosecute an application to operate "with power of 10 kw. or more, unlimited time, employing an antenna system, conventional during daytime and directional at night, at a site in or near the metropolitan area of Seattle in such a manner as will prevent such operation from causing objectionable interference within the 2500 uv/m ground-wave contour of KMPC when KMPC."

The contracting parties further concluded each would file initial applications within 90 days, and that neither party "will do any act that will jeopardize the status, or the expeditious prosecution, of the applications filed pursuant to this agreement." It was agreed that KMPC may take appropriate steps to procure authority from the FCC to operate with 5,000 watts day and 1,000 watts night, with a conventional antenna, provided this would not jeopardize the status or impede the expeditious consideration of the higher power applications of the two stations, and provided the operation with 1,000 watts at night with a conventional antenna will not cause interference to KIRO beyond the limits established.

Mr. Richards resides in California most of the year and is expected to continue his policy direction of KMPC. Mr. Tyson has been general manager of the station since its acquisition several years ago by the Detroit-Cleveland group. Messrs. Fitzpatrick and Patt plan to go to the Coast shortly to assist Mr. Tyson in launching the new fulltime operation.

LANG-WORTH CHECK STOPPED BY MPPA

MUSIC Publishers Protective Assn., which formerly certified and checked the musical compositions contained in the musical library of Lang-Worth Feature Programs, has discontinued this service, BROADCASTING was formally advised Dec. 6 by Harry Fox, MPPA's general manager. Service consisted of examining copyright records for each title issued by the Lang-Worth service and certifying that this musical number was in the public domain and therefore available for use without payment of a fee to ASCAP.

C. O. Langlois explained that the MPPA service was used chiefly as a convenience to save time, as its location in New York enabled Lang-Worth to check and clear numbers by telephone, but said that its loss will entail no real hardship on the company, as they will hereafter examine all titles at the U. S. Copyright Office, where all copyrighted numbers are registered. This registration is the source of the MPPA files, he said, and Lang-Worth has recently checked most of its selections directly with the Copyright Office and made less and less use of the MPPA service. Lang-Worth will probably employ a law clerk at the Library of Congress to make these examinations in the future, it was stated.

Loss of the MPPA certifications that the Lang-Worth numbers are tax-free will not affect the Lloyd's insurance policy carried by the company to protect users of these selections against losses from infringement suits, Mr. Langlois said, citing the clause in the policy which does not mention MPPA but merely requires that the titles be cleared by "a reputable record keeping agency in the industry".

Action of the MPPA is no surprise, he said, but has been expected by Lang-Worth ever since the inauguration of the NAB-Lang-Worth plan, as the MPPA members are also members of ASCAP and would naturally not want to aid the broadcasters in building up a supply of music which may be used in the broadcasting industry's fight against ASCAP's demands.

Carnation on MBS

CARNATION Co., Milwaukee (milk), which has been sponsoring *Arthur Godfrey* on WOR, Newark, for a 39-week period, Monday, Wednesday and Friday, 9-9:15 a. m., on Jan. 3 will add 8 MBS stations (WBAL WKBW WAAB WSAY WSYR WKRC CKLW WGN). Erwin, Wasey & Co., New York, is agency.

CONTEST
For Advertising Men Only
$500.00 CASH

Here's One Contest Your Ice Man Can't Win!

THIS ONE IS FOR AD MEN ONLY

$500.00 **In Cash for the Best Name for Territory Covered by the Primary Area of Stations WMT-KRNT-KSO-WNAX**

POOR ALGERNON! For years he's toted ice on his back, and ideas in his noggin. (We mean the kind of ideas that win prizes.) He's entered every contest, and by saving wrappers has won everything from an auto to enough Pansyfoam soap to handle all Saturday nights from now to his old age pension. He's a hero to his wife — and a headache to the rest of us.

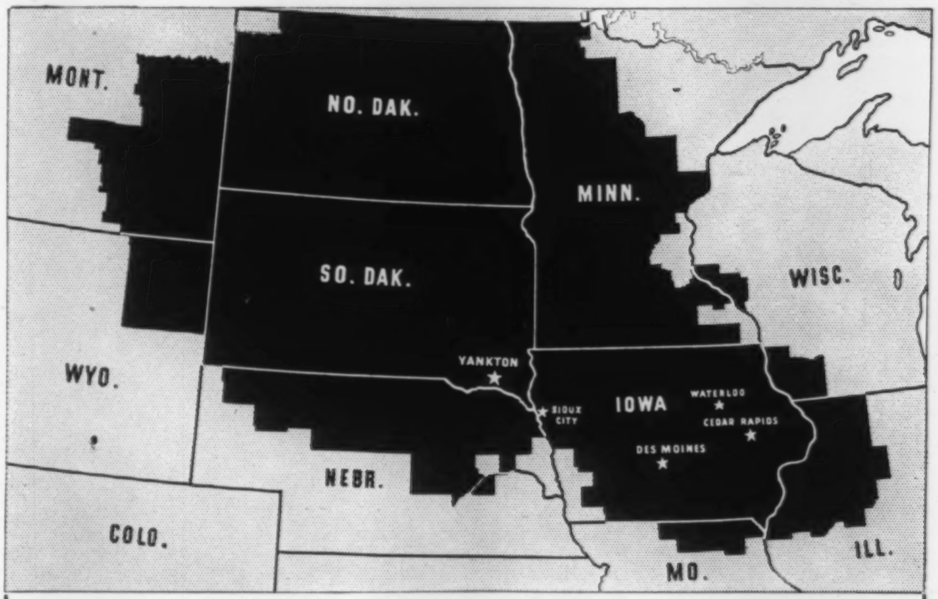
And now comes a contest that's a cinch, with five hundred smackers of fresh folding money as the prize — *and he can't enter!*

Nope, only advertising men or women can participate! Just suggest a descriptive name for the primary area covered by *The Cowles Stations.* The best one takes the $500.

So just forget your ice man, and start thinking of a name today. We'll send any additional information you want. Just ask for it.

HERE ARE THE RULES

1. Contest open only to members of advertising agencies and sales and advertising departments of radio advertisers.
2. Entries must be submitted on your firm letterhead. Submit as many names as you desire.
3. Mail to Contest Editor, *The Cowles Stations,* Register and Tribune Bldg., Des Moines, Iowa. Entries must be postmarked not later than midnight, December 31, 1939.
4. $500.00 cash will be paid for the name that, in the opinion of the judges, most accurately and completely describes the combined market or primary area of stations WMT, KRNT, KSO and WNAX. Entries will be judged for originality, accuracy of description, and appropriateness for use in advertising. Do not send elaborate entries. In cases of ties, duplicate prizes will be awarded.
5. Decision of the judges will be final, and all entries become property of *The Cowles Stations* for advertising or for any purpose they choose.



IMPORTANT FACTS TO HELP YOU SUGGEST A NAME

LIVESTOCK raising is an important factor in the 385 primary counties served by *The Cowles Stations.* One-third of the nation's hogs, one-fourth of the horses, and one-fifth of the farm cattle are found here. Although the farms number but 10.7 per cent of the nation's total, the farmers in the area receive more than 22 per cent of the farm livestock income of the country.

Population in the area is well divided, with a two million urban population, and nearly five million rural.

The 96,000 retail outlets in the district receive an annual gross business of more than $1,500,000,000 from the 1,500,000 families of the area. *The Cowles Stations,* Des Moines, will gladly send you more complete information if you desire.

Contest Closes December 31, 1939 . . . Mail Entry Now!

The Cowles Stations

WMT ★ **KRNT** ★ **KSO** ★ **WNAX**

CEDAR RAPIDS WATERLOO · DES MOINES · DES MOINES · YANKTON SIOUX CITY

WMT · KRNT · KSO · WNAX

Affiliated with THE REGISTER AND TRIBUNE, Des Moines, Iowa

Represented Nationally by THE KATZ AGENCY

Educator Groups to Merge Sessions

Over 1,000 Present at Chicago Conference Held Dec. 6-8

By PAUL BRINES

HIGHLIGHT of the Third Annual School Broadcast Conference held Dec. 6-8 at Chicago's Congress Hotel was the announcement by Leonard Power, assistant chairman of the Federal Radio Education Committee of the U. S. Office of Education, that FREC will likely merge its convention with the Fourth School Broadcast Conference, to be held in Chicago next December. The announcement gives national recognition to the Chicago conference, which is subsidized by dollar registration fees under auspices of the local Board of Education's radio council, of which Harold Kent is director.

The third annual conference was attended by 1,000 educational directors of radio stations, supervisors of radio from various universities and colleges, and school teachers from grade and high schools of 12 States. Prior to the conference, on Dec. 5, both CBS and NBC held network educational conferences at their Chicago headquarters. Having held a conference for 18 of its affiliates in early October [BROADCASTING, Oct. 1], CBS on Dec. 5 entertained educational directors of four more of its affiliates and conducted a roundtable under the direction of Lavinia Schwartz, radio director of CBS-Chicago, and Sterling Fisher, radio director of CBS-New York. Attending the roundtable discussions were Max Karl, WCCO, Minneapolis; Irwin Johnson, WBNS, Columbus; Harriet Edwards, KMOX, St. Louis; Kenneth Graham, KMBC, Kansas City.

NBC Conference

The NBC conference of Dec. 5 was attended by 75 radio educational leaders representing NBC and 35 NBC affiliates, including Mrs. Helen Swabey, an observer from the Canadian Broadcasting Corp. NBC executives attending the conference included Lenox R. Lohr, NBC president; Dr. James Rowland Angell, educational counsellor; Sidney N. Strotz, manager of NBC-Chicago; Franklin Dunham, director of education; Walter G. Preston, supervisor of educational programs; Judith Waller, education director of NBC-Chicago; Jennings Pierce, educational director of NBC-San Francisco.

At the conference, Dr. Angell said, "We are particularly impressed by the increasing disposition of the great industrial and business interests that make use of radio to render a genuine public service by incorporating into their programs material of distinct educational value. We welcome this trend not only because of its intrinsic significance but also because it will help to break down the common impression that all educational material must be dull and that only the bespectacled recluse should be concerned with it. Business is

(*Continued on page 52*)

OUTSTANDING radio officials attended the NBC Educators Conference in Chicago Dec. 5. Facing camera are (l to r) R. L. Harlow, Yankee Network vice-president; Lenox R. Lohr, NBC president; Judith Waller, NBC central division educational director; Dr. James Rowland Angell, NBC educational counsellor, and S. E. Fitzsimonds, KFYR, Bismarck, N. D. With backs to camera are Sherman D. Gregory, manager of KDKA, Pittsburgh; Edward Linehan, program manager of KSO-KRNT, Des Moines, and Harry Burke, program manager of WOW, Omaha.

Radio Freedom Is Vital To Democratic Country, Ridge Tells Conference

THE FUTURE of radio in this country is entirely interwoven in our democratic form of Government, and as long as there is a "free and unfettered radio we will have a free and democratic country," Maj. Edney Ridge, director of WBIG, Greensboro, N. C., Dec. 5 told the Social Standards Conference in Greensboro.

Maj. Ridge

In addressing the Conference, an annual symposium conducted under the auspices of the Greater Greensboro High School, Maj. Ridge cited numerous expressions by men in public life which assured a free American radio. As long as the listener controls radio, it will be free and uncensored, he declared.

Maj. Ridge referred to the radio platform published in the Dec. 1 issue of BROADCASTING as an indication of the industry's position. Falling squarely behind the platform, he mentioned particularly technical advancement of the industry.

Tribute was paid the FCC Engineering Department as one which protects the public from "radio chaos". Little advertised and little heard of outside the industry, he said that were it not for the fine work of the engineers it would be almost impossible for listeners to get clear reception.

Mutual Radio and Education Problems Are Discussed at California Session

WITH MORE than 400 educators, radio and advertising executives attending, the second annual Institute of Radio was held Dec. 7 at the University of Southern California, Los Angeles. Arranged in cooperation with the University, the one-day session was planned to advance professional radio both for the industry and education.

Eighteen speakers discussed various phases of broadcasting and education at the sectional meetings. Panel discussions constituted the general assembly program [BROADCASTING, Dec. 1]. Lewis Allen Weiss, general manager of Don Lee Broadcasting System, Los Angeles, was chairman of the Institute.

Dr. Vierling Kersey, superintendent of Los Angeles City Schools, complimented the broadcasters on the job they are doing, called attention to some of their shortcomings and also urged them to continue efforts in behalf of education. He reminded those present that "radio is a necessity in education today" and declared that "we look to radio for more and new interests".

Dr. Kersey cited the unification given American life by radio. That broadcasts create attitudes in children favoring such virtues as punctuality and cleanliness, Dr. Kersey is satisfied. "Radio democratizes intelligence. Intelligence is still reserved for all too few, but radio is improving the situation."

Explains Code

Donald W. Thornburgh, CBS Pacific Coast vice-president, explained the new NAB code, providing answers to many of the questions brought out during the sessions.

At the section meeting devoted to commercial problems, presided over by Charles Brown, NBC western division sales promotion manager, were three speakers. Sydney Gaynor, sales manager of KHJ, Los Angeles, discussed audience ratings. Sydney Dixon, NBC western division sales manager, Hollywood, had for his topic, "Program Ratings in Terms of Client Sales". An analysis of the new Pacific Coast edition of the Hooper Surveys was given by Gene Duckwall, office manager of Lord & Thomas, Hollywood, who substituted for Jack Smalley, BBDO Hollywood manager, now in New York.

The engineering section, headed by C. M. Mugler, consulting engineer, Acoustical Engineering Co., Los Angeles, dealt with the technical aspects of radio, including equipment, field stations, studio mixing acoustics and recording. Speakers were George Curren, KFI-KECA, Los Angeles, engineer; Robert Moody, KHJ, technician; Harry Spears, CBS Hollywood, audio supervisor; John Hilliard, transmission engineer, M-G-M Studios; Michael Rettinger, RCA acoustical engineer, and Robert Calland, NBC Hollywood studio engineer.

Current decisions were reviewed in the legal meeting with responsibility for libel, copyright infringement and other examples given and discussed. Louis E. Swarts, Los Angeles attorney, was chairman of this division. Speakers included William R. James, attorney for KFI-KECA; Dr. Sheldon Elliott and Dr. Robert Kingsley, professors of law, University of Southern California; Jacob H. Karp, resident attorney, Paramount Pictures Corp.; Frederick Leuschner, NBC Hollywood counsel; Samuel S. Zagon, Don Lee Broadcasting System counsel.

Writing, production and direction, was under the chairmanship of Russ Johnston, program director of KNX, Hollywood. Irving Reis, writer-director of Paramount Pictures Corp. and founder of the *Columbia Workshop*, discussed "Radio as a Creative Art". Robert D. Andrews, formerly of NBC Chicago and writer of several network serials, had as his subject, "The Formula for Writing the Daytime Serial". Writing and producing the special event broadcast was explained by Paul Pierce, CBS Pacific Coast director of continuity.

Dr. A. S. Raubenheimer, Dean, College of Letters, Arts and Sciences, presided over a panel division devoted to "How Radio and Education May Best Serve Each Other." "An Exchange of Viewpoints Between Broadcasters and Listeners" was under the chairmanship of Harrison Holliway, general manager of KFI-KEVA, Los Angeles. Don E. Gilman, NBC western division vice-president, Hollywood, led the panel group discussing "Radio's Position as a Factor in a Democracy."

INFORMALLY discussing radio and education problems are these participants in the NBC Educators Conference, held Dec. 5 in Chicago. Left to right are Mrs. Harriett Hester, educational director of WLS, Chicago; Sidney N. Strotz, manager of NBC central division; Franklin Dunham, NBC education director; Mrs. Helen Swabey, Canadian Broadcasting Corp.

Now WCCO's 50,000 watt voice is booming out from its *new* six hundred and forty foot antenna to a 78.5% larger minimum service area . . . to nearly three million radio listeners. Here's unique one-station coverage of the Northwest *and* the Twin Cities. WCCO, Minneapolis-St. Paul, is owned and operated by CBS; represented by Radio Sales.

50,000 WATTS WHERE IT COUNTS MOST.

YOU ARE APPROACHING THE TALLEST STRUCTURE IN MINNESOTA
THE VERTICAL ANTENNA OF
WCCO
COLUMBIA BROADCASTING SYSTEM
810 KILOCYCLES

Copyright Boost In Canada Argued

Stations Hold Proposed Rate Increase Not Justified

THE Canadian Association of Broadcasters and the Canadian Broadcasting Corp. appeared before the Copyright Appeal Board at Ottawa Dec. 7 in regard to the increased rates for 1940 asked by the Canadian Performing Rights Society Limited (Canadian ASCAP). No decision was given by the Board on the plea by the CPRS for a rate of 14 cents per set as against the 8 cents per licensed set levied at present from broadcasters. The CPRS claims that "Canada is the only country in the world where musical authors are underpaid".

In describing the increased rate as unfair, the broadcasters argued that CPRS has never published where its money goes, that most of it goes to music publishers instead of musical authors, and that most of the money goes out of Canada.

CPRS for a number of years has endeavored to have the basic rate of 8 cents per licensed receiver, set by the board in 1935, increased to 14 cents per set, the rate levied in Great Britain, where the parent society of the CPRS is located. Canadian broadcasters, both private owners and the Government corporation, have fought this increase because they have felt that broadcasting in Canada did not warrant such a high rate per set. Last year Canadian broadcasters on the 8 cents per receiver basis paid $88,336.43 to CPRS. Under the new rates the amount would be $188,090.28 [BROADCASTING, Dec. 1].

In arguing against the fee of $16,800 for commercial receivers used in hotels, restaurants, etc., asked by the CPRS from the broadcasters, the latter reminded the Copyright Appeal Board that last year the CPRS had asked $36,370 for these commercial receivers, and that the board had decided on a token payment of $1,000, which the broadcasters had paid under protest as they did not feel the CPRS had a right to collect from the broadcasters for such receivers under the Copyright Act.

Representing the CBC as counsel was Brooke Claxton, and representing the CAB were Samuel Rogers, counsel for CAB, and T. Arthur Evans, CAB secretary-treasurer.

B & W Coast Test

BROWN & WILLIAMSON Tobacco Corp., Louisville (Wings) in early December auditioned a new half-hour man-on-the-street question and answer idea program which, if accepted, will be fed to NBC Pacific Coast shortly after Jan. 1. Audition transcriptions were cut in Hollywood under supervision of Jack Smalley, coast manager of BBDO, agency servicing the account, and forwarded to the tobacco company for consideration. Weekly program would tie in with United Airlines, emanating from Union Air Terminal, Burbank, Cal., and include airport activity chatter, with interpolations of musical numbers. For answers to questions submitted by listeners, airport visitors would be given a free plane trip to Pacific Coast points.

A DECADE of service was celebrated at WHAM, Rochester, this month by General Manager William Fay and the staff threw him a surprise party. Some 30 employes greeted Mr. Fay and presented him with a scroll eulogizing his managership and friendly disposition. Examining the scroll are (l to r) Jack Lee, production manager; Charles Siverson, musical director; Ken Gardner, control room chief; Jack Kennedy, commercial manager; Mr. Fay holding scroll; E. A. Hanover, Stromberg-Carlson vice-president, and John Long, chief engineer.

FRONT LINE PICKUPS FORESEEN

Bill Henry Says Better Lines to Scene of Action Likely Will Be Installed by Spring

Mr. Henry

LIVE broadcasts direct from the Western Front to American living rooms will probably be possible by spring, Bill Henry, CBS correspondent with the British expeditionary forces in France, stated in an interview Dec. 7, following his arrival in New York.

First correspondent ever assigned to cover war activities at the front, Henry spent two months in France before returning to America, which he had left last August to preview the 1940 Finnish Olympic Games for CBS and the *Los Angeles Times*. Caught in the crisis in London, he remained there during September before being assigned to the front.

Lines From the Front

At present, he said, the British Army and the Royal Air Force both have direct telephone lines to London, which are used by newspaper correspondents to phone in their stories after they have been passed by the censors at staff headquarters. The quality of transmission on these lines is so bad as to make their use impossible for radio, he stated, but arrangements are under way for a better installation which would carry the voice clearly enough that it could then be shortwaved to America for rebroadcast here. It will probably be spring before such lines are ready for use, he added.

Such lines would not only enable the immediate broadcasting of important news, but would also avoid the double censorship now encountered by radio's front line reporters, he said. At present the correspondents write their stories on the spot, have them approved by the staff censors, get a pass enabling them to leave the front and go to Paris to broadcast, and in Paris submit their copy again to the French censors for further approval before they are permitted to go on the air. The French censors are extremely tough, Henry said, although only one of his stories was killed.

That was a story of an air encounter between French and German planes which Henry had obtained directly from one of the French aviators involved. When he got to Paris, however, he found that the French censors had not yet been informed of the fight and although it had been a French victory they refused to allow the story to be broadcast, depriving Henry of what would have been a clear "scoop".

Describing conditions in London at the outset of the war, Henry said radio correspondents had a distinct edge on newspapermen at first, although that has been evened up now. There was a lot of confusion in setting up censorship in England, he said, which was not helped by the appointment of army officers with little knowledge of journalism as censors for the press. In radio, however, the censors were BBC staff members, who understood and were sympathetic with the American broadcasters.

Censorship Routine

Contrasting the procedures, Henry said that when he wrote a story for his paper he would file it at a branch telegraph office. From there it would go to the main office and thence to the censor, who after reading it would send it back for transmission to Los Angeles. Henry never knew whether it got through as written, or was cut or killed entirely, he said, and had no way of knowing unless his paper had wired him that no copy had been received.

For a broadcast, however, he went to the BBC studios at the appointed time, periods for CBS and NBC having been set in advance at regular times each day. He would submit his copy to a censor and if changes were necessary would work them out right there. Then he himself would deliver the approved story on the air, with no doubt as to its transmission.

These conditions naturally led to complaints by American newspapermen who thought radio was being favored when they found their papers being continually scooped by the broadcasters because their stories had been delayed by the censorship process. At present, Henry reported, the censorship has been speeded up and made more efficient, so the rivalry between the press and radio has greatly diminished.

Returning now to Los Angeles to write a column for the *Times*, Henry expects to get back to France and the war in the spring to cover whatever action may develop by then for his paper's readers and his CBS audience.

Name Walter Thompson War Information Chief

WALTER THOMPSON, Canada's chief censor since the outbreak of war, was appointed on Dec. 8 to be Director of Public Information, to have general supervision and direction of war information. Succeeding him as chief censor is Col. M. A. Pope of the Department of National Defense.

Rumors of an information bureau has been current for some time, with L. W. Brockington, Winnipeg lawyer who recently resigned as chairman of the board of the Canadian Broadcasting Corp., at one time mentioned as possible director. Mr. Thompson's appointment was announced at Ottawa on his return from a vacation in Florida. He is best known in broadcasting circles in Canada and the United States as director of press relations of the Royal Tour in May and June, 1939. He is also director of publicty of the Canadan National Railways.

It is understood Lieut. Col. R. P. Landry, secretary of the CBC, and Comdr. C. P. Edwards, director of air services, Department of Transport, under which comes broadcasting, will remain on the censorship co-ordination committee to look after censorship of broadcasting and all radio communication.

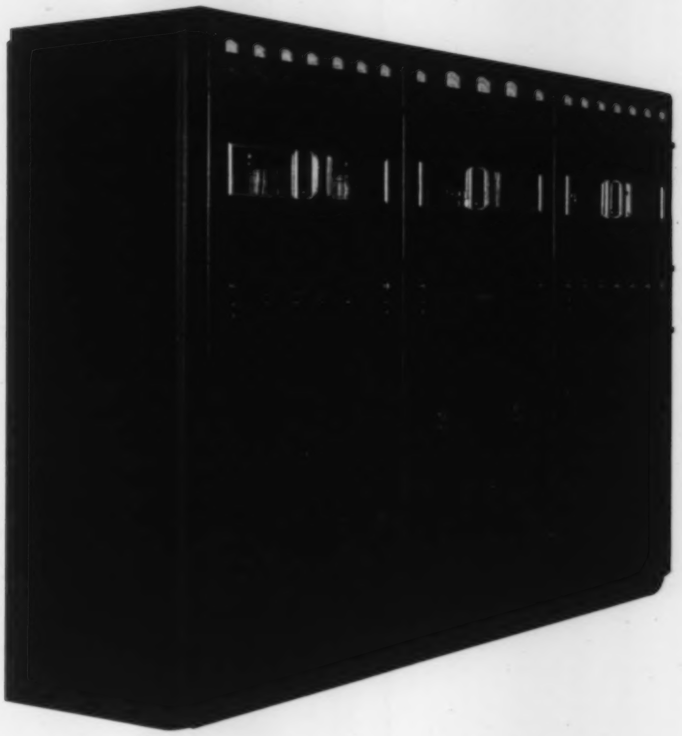
Texaco Continues

TEXAS Co., New York (gasoline), has renewed its weekly *Texaco Star Theatre* on 94 CBS stations for 13 weeks effective Jan. 3, Wed., 9-10 p.m. (EST). There will be no change in the set-up. First half of the program will continue to emanate from Hollywood with Ken Murray as master-of-ceremonies; Frances Langford and Kenny Baker, vocalists; Irene Noblette, comedienne, and David Broekman's orchestra. Jimmy Wallington continues as announcer with Ed Gardner, agency producer. The 30-minute dramatic half of the hour broadcast will continue to originate from New York, squired by Burns Mantle, *Daily News* dramatic critic. Transamerican Broadcasting & Television Corp., New York, remains in charge of dramatic production. Agency is Buchanan & Co., New York.

Elliston Joins CBS

HERBERT ELLISTON, financial editor of the *Christian Science Monitor*, has been added to the CBS European staff as correspondent on the Russo-Finnish front. His first broadcast giving an eye-witness account of the war was on Dec. 2 from Helsinki. Mr. Elliston has been foreign correspondent for the *Manchester Guardian* and the *London Observer*, as well as the *Monitor*, and was formerly assistant director of research of the Council on Foreign Relations.

WHP
chooses COLLINS
5000 watt 21D



Central Pennsylvania's pioneer chain station WHP chooses Collins 21D 5000 Watt Transmitter to do a better job for their listeners. WHP, the most powerful station in Pennsylvania outside of Philadelphia and Pittsburgh, has been shrewd in selecting Collins Equipment.

Disregarding the high operating efficiencies in the 21D, emergency facilities alone assure broadcasters of uninterrupted high fidelity performance. And by uninterrupted we mean JUST THAT.

These are some of the contributing factors to 21D supremacy:

1 Low tube operating cost. (Less than 19 cents per hour.)

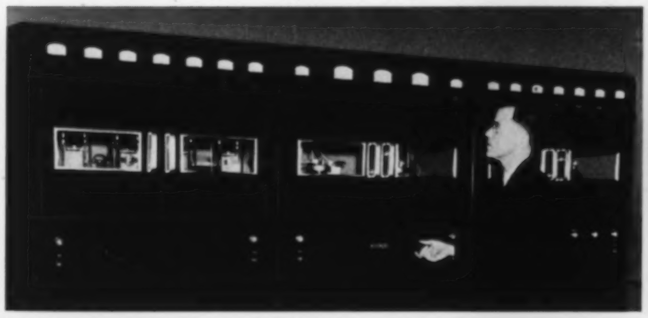
2 Low power consumption. (Average daily for 1 and 5 kw output 15.7 kw.)

3 Excellent audio characteristics. (30-10,000 c.p.s. ±1 db.)

4 Standby facilities. (Automatic switch-back to 1 kw in case of 5 kw failure.)

5 Complete accessibility. (Easily and quickly removable front and rear enclosures.)

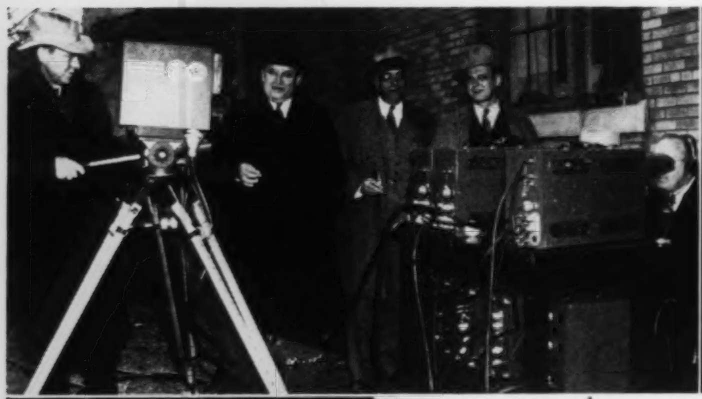
We think the above speaks for itself.



R. S. Duncan, Chief Engineer WHP says of his 21D: "the operation has been very good. Distortion and frequency response still remain better than any other transmitter I have ever seen."

COLLINS RADIO COMPANY

CEDAR RAPIDS, IOWA   NEW YORK, N.Y.: 11 WEST 42 STREET



NEW and much smaller RCA video transmitting equipment was demonstrated Dec. 1 to the FCC. Standing at camera in upper left photo is FCC Chairman Fly, with (l to r) Commissioners Brown, Case and Craven watching. At right are Ted Smith, RCA head of television sales, and Harry Sadenwater, in charge of television development engineering. Below at receiver are Ralph R. Beale, RCA patent research director, Chairman Fly, and C. B. Jolliffe, RCA chief engineer of the frequency bureau and former FCC chief engineer. It was the first public showing of the newly-perfected apparatus [BROADCASTING, Dec. 1], with its 3-camera hookup. FCC chieftains watched with interest as the iconoscopes were focused on downtown Washington scenes. Equipment, of which the heaviest portion consists of wire and coaxial cables, is one-tenth the weight of previous transmitters. Newly-perfected RCA tubes permit use of frequencies around 300 megacycles.

54 NEW STATIONS
Authorized in 1939; Total Rising to 812

HAVING authorized the construction of 54 new broadcasting stations so far this year, of which several are in suspense due to litigation, the FCC discloses in its current records that the total number of stations in operation or authorized for construction as of Dec. 1 was 812. This marks a new high in the number of broadcasting outlets in the United States and its territories and possessions.

When broadcasting first came under regulation at the end of 1921, there were exactly 30 stations. By March 1, 1923, with the Department of Commerce granting licenses to all comers, the total reached 556. It dropped to 530 by Oct. 1, 1924, but jumped to 571 as of June 30, 1925; then dropped to 528 by June 30, 1926. When the Federal Radio Commission took control on Feb. 23, 1927, the figure reached 733.

With stricter control and the reallocation of 1928, there was gradual diminution in the number of stations until Jan. 1, 1934, when a new low of 591 was reached. The summer of 1934 the FCC took over, and thenceforth the total kept climbing as follows (figures are for Jan. 1): 1935, 605; 1936, 632; 1937, 685; 1938, 721; 1939, 764; Dec. 1, 1939, 812.

KNEL, Brady, Tex., on Nov. 29 was authorized by the FCC to increase from daytime to fulltime on 1500 kc., using 250 watts day and 100 night.

Television News Notes

To Demonstrate Toys

AVIATION toys for the Christmas season and, on the more serious side, a new terrain clearance indicator developed cooperatively by Western Electric Co. and Fairchild Aerial Camera Co. were demonstrated Dec. 2 during the sixth *Wings Over the Nation* telecast on W2XBS, NBC's video station in New York. Series, designed to promote interest in aviation, is presented by NBC through the cooperation of a number of airlines and manufacturers of aviation equipment.

* * *

Don Lee's New Unit

NEW RCA mobile television unit, recently acquired by Don Lee Broadcasting System, Los Angeles, will be put into use for the first time Jan. 1 when the annual Pasadena (Cal.) Tournament of Roses pageant is televised over W6XAO. This, according to Thomas S. Lee, president, will mark the first big outdoor event to be given visio treatment. Eddie Albright and Dave Young of the KHJ, Los Angeles staff, will describe the pageant for the television broadcast. Mike Frankovich, grid announcer, and Sam Balter, sports commentator, have been assigned to the Rose Bowl football game which will be released over Mutual-Don Lee network. CBS and NBC will also broadcast the game from Pasadena that day.

CBS Continues Tests

CBS television engineers are returning the network's television transmitter, W2XAB, New York, but they expect to be back on the air with test signals by the first of the year. There is still no official word regarding the date on which actual program transmission will begin, although general opinion has set the time as Feb. 1.

* * *

Handbook for Hams

E. L. BRAGDON, radio editor of the *New York Sun*, is the author of "The Television Amateur's Handbook", to be published in the spring of 1940 by Thomas Y. Crowell Co., New York.

* * *

More Pepsi-Cola

PEPSI-COLA Co., Long Island City, N. Y. (soft drink), on Dec. 4 added three New York stations to its campaign of spot announcements and participations featuring the Pepsi-Cola theme song now on WOR, WINS, WHN, WNEW and WMCA. New participations are on the half-hour *40 Winks Club* program six times weekly on WEAF, and on *Breakfast in Bedlam*, a 55-minute program six times weekly on WJZ. The company is also sponsoring *Have You Forgotten*, five-minute program of songs six times weekly on WABC. Newell-Emmett Co., New York, handles the account.

Several to Start Transmitter Sales
GE, Westinghouse and Other Firms Will Enter Field

ENTRY of General Electric and Westinghouse into broadcast transmitter equipment manufacture and sale, by virtue of a new licensing arrangement worked out with RCA effective Jan. 1, has been announced by the two companies. In addition a number of other equipment manufacturers — including Collins Radio Co., Cedar Rapids, Ia., Gates American Corp., Quincy, Ill., and Heintz & Kaufman Ltd., San Francisco — effective Jan. 1 also will manufacture and sell broadcast transmitters and associated equipment under RCA arrangements, although full details have not yet been announced.

Westinghouse will manufacture and sell standard broadcast transmitters and associated equipment, according to Walter C. Evans, general manager of the company's radio operations with headquarters at the Baltimore plant. Heretofore Westinghouse simply has manufactured broadcast transmitters and associated equipment for its own broadcast stations.

F-M Equipment

General Electric will manufacture frequency modulation transmitters in five ratings, along with television transmitters and associated equipment. It has made no announcement concerning standard broadcast equipment. GE announced that after more than three years of intensive research, it will begin marketing of frequency modulation units, based on the system developed by Maj. E. H. Armstrong. No detailed statement was made regarding its television plans but the sales campaign for visual radio likewise is expected to get under way early this year.

General Electric said that frequency modulation, still an experimental ultra-high service, is characterized by exceptionally high fidelity, freedom from distortion, nearly complete freedom from interference and better coverage of primary service areas with reduced operating cost. While based on the Armstrong system, the GE transmitters were said to include several exclusive features such as simplified circuit design, fewer tubes, greatly reduced power consumption and accessibility to all parts without disassembly. The equipment reduces distortion to less than 1½% from 30 to 7500 cycles and less than 3% to 15,000 cycles.

Simultaneously, GE stated that since standard broadcast receivers are unable to receive programs transmitted by F-M, it has announced regular production of a full line of receivers for frequency modulation programs. Several F-M experimenters already have begun distribution of such sets.

Approximate prices on F-M transmitters announced by General Electric are about $5,000 for 250 watt units; $9,500 for one kw. transmitter; $13,000 for 3 kw. transmitters; $20,000 to $25,000 for 10 kw. units, and $75,000 to $80,000 for 50 kw. units. The approximate prices include one crystal and two sets of tubes. Studio and control room equipment, transmission lines and antenna are not included.

OKLAHOMA CITY'S
Biggest Selling
GASOLINE
YELLOW CAB GAS
WKY 9:15 PM
YELLOW CAB SERVICE MEN
OK-39

WKY-ADVERTISED FOR 10 YEARS

• Yellow Cab's first broadcast over WKY was presented in 1930. By early 1939, Yellow Cab had grown to the position of WKY's biggest local sponsor... and curiously enough, Yellow Cab has become the biggest selling gasoline in Oklahoma City.

All this happened in a market that has always been highly competitive... where price wars are the rule rather than the exception. In face of such conditions Yellow Cab is the city's biggest selling gasoline and at top prices for standard grade.

Yet it is more than a coincidence that Yellow Cab's climb to top position among gasolines in its market has accompanied a constantly increasing use of WKY time. For a cross-section survey among 803 Oklahoma City homes in May, 1939, establishes the fact that seven out of ten of those having radios prefer WKY... that station B is preferred by less than two out of each ten homes in Oklahoma City.

Listeners in the Oklahoma City market like WKY's vitalized type of programming. They show their appreciation with the kind of applause a sponsor likes to hear.

WKY *Oklahoma City*

NBC AFFILIATE ★ 900 KILOCYCLES

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY: ★ THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES ★ THE FARMER-STOCKMAN ★ MISTLETOE EXPRESS ★ KVOR, COLORADO SPRINGS
KLZ, DENVER (*Under Affiliated Management*) ★ REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

SEASON'S

GREETINGS

As the holiday season approaches, we bid farewell to the year that is past with thankfulness for the definite and encouraging progress it has brought. Such success as has fallen to our lot, we owe to the many advertisers whom we have had the privilege of serving; and we take this opportunity to express the hope that the services we have rendered them may also have contributed to their success. With the hope that the New Year may be for all of us a year of continued progress, we extend to our advertisers and their agencies, and to all who may chance to read this, our sincere wishes for a joyous holiday season.

WSB	Atlanta	NBC
WFBR	Baltimore	NBC
WAAB	Boston	MBS
WNAC	Boston	NBC
WICC	Bridgeport	NBC
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
KVOD	Denver	NBC
WJR	Detroit	CBS
KPRC	Houston	NBC
WFBM	Indianapolis	CBS
WDAF	Kansas City	NBC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Minneapolis-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
WFIL	Philadelphia	NBC
KGW	Portland, Ore.	NBC
KEX	Portland, Ore.	NBC
WEAN	Providence	NBC
WRTD	Richmond, Va.	NBC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KJR	Seattle	NBC
KHQ	Spokane	NBC
KGA	Spokane	NBC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS
WTAG	Worcester	NBC

THE YANKEE NETWORK
THE COLONIAL NETWORK
TEXAS QUALITY NETWORK
MINNESOTA NETWORK

Represented throughout the United States by

EDWARD PETRY & CO.
INCORPORATED

NEW YORK • CHICAGO • SAN FRANCISCO
DETROIT • ST. LOUIS • LOS ANGELES

List of Members In Radio Gallery

Thirty-three Are Included in Congressional Directory

FIRST listing of all members of the Radio Correspondents Galleries of Congress, contained in the *Congressional Directory* now being printed in preparation for the coming session, includes 33 radio reporters, announcers and commentators, representing NBC, CBS, MBS, Yankee Network, Transradio Press Service and two individual stations — WMAL, Washington, and WQXR, New York.

Although the radio gallery idea got its first trial at the last session of Congress, operation with full gallery facilities in the Senate as well as the House of Representatives will begin when the next session convenes early in January. Robert Menaugh, supervisor of the House gallery, also will have charge of the Senate quarters until a supervisor is appointed.

Recent Admissions

The admission to membership of Francis W. Tully Jr., of Yankee Network, soon after formation of the organization, marked the first entry on the Washington scene of a fulltime exclusive representative of a regional network. The recent admission of Dorothy C. Rockwell, of WQXR makes her the first correspondent for an individual station located outside Washington. Miss Rockwell's daily reports are to be used by the station as flashes and news programs as well as background material for the station's newscasters and commentators.

Membership as listed in the forthcoming *Congressional Directory* includes:

CBS—Albert L. Warner, John Charles Daly Jr., Albert Dennis, Ann Gillis, James W. Hurlbut, Stanton Rust Prentiss, William J. Slocum Jr.

MBS—Fulton Lewis jr., Frank S. Blair Jr., Walter Compton, Madeline Ensign Cronan, Stephen J. McCormick.

NBC—W. R. McAndrews, Charles C. Barry, H. R. Baukhage, Marian P. Gale, E. L. Haaker, Thomas E. Knode, Mary Mason, Fred Shawn, Carleton D. Smith.

Transradio Press Service—Fred W. Morrison, Gertrude V. Chesnut, Rex Goad, Clifford G. McCarthy, Robert E. Lee Moore, Theodore Perry Noun, Wilmot Ragsdale, Macon Reed Jr., Frederic B. Tuttle.

WMAL, Washington — William Enders Coyle.

WQXR, New York—Dorothy C. Rockwell.

Yankee Network (Boston)—Francis W. Tully Jr.

New Larus Series

LARUS & BRO., Richmond, Va., which has been sponsoring a half-hour transcribed program *Mammoth Minstrels* on WRVA, Richmond, throughout November, on Dec. 4 added 12 stations for the program, heard in most cases in the 7:30-8 p. m. period, in the interests of Edgeworth tobacco and Domino cigarettes. Stations are: WFBR KGO WEBR WCSH WJAX WIBM WORC KECA KEX KJR WENR WOR. Warwick & Legler, New York, is the agency.

UNUSUAL Thanksgiving Day broadcast was carried by WROK, Rockford, Ill., when Morey Owens, the *Burns Farm Visitor*, went to the Harold Crandall farm near Rockford and interviewed members of the family as they ate their Thanksgiving turkey. The program started with Mr. Crandall asking the blessing and went on from there with requests to "Please pass the peas" and all the rest of the table talk. Owens, wearing glasses at left, chats across the holiday board with Mr. Crandall, in striped overalls. *Bruns Farm Visitor*, sponsored by the Bruns Seed Co., Davenport, Ia., features visits to various farms and agricultural classes and interviews with farmers and their families. WROK uses its mobile transmitter to relay the broadcasts from the country.

Brown's Retirement Rumored; Mention Wheat as Successor

DESPITE LACK of confirmation, it is reported in industry circles that Commissioner Thad H. Brown, oldest member of the FCC and its predecessor Radio Commission in point of continuous service, plans to retire to engage in private law practice in Ohio and Washington.

Commissioner Brown, when asked by BROADCASTING regarding the report, was non-committal and was inclined to brand it as "rumor". He was not disposed to comment one way or the other. Reports trickling into official Washington were that he might leave the Commission by Dec. 31. However, it was pointed out that his present term does not expire until June 30, 1940 and he might decide then simply to withdraw as a candidate for reappointment.

Possible Successor

Conjecture promptly developed in informed circles regarding Commissioner Brown's successor. The first name to crop up was that of Carl I. Wheat, Los Angeles attorney and special counsel of the FCC in the AT&T investigation, concluded last year. A Progressive Republican, Mr. Wheat is best known for his public utility telephone and telegraph work, and is highly regarded in official circles. He was prominently mentioned for a post on the FCC in 1937, when Commissioner Irvin Stewart resigned. Because of the absence of a Westerner on the FCC, it was thought the Administration would be disposed to appoint someone from that region.

Col. Brown, former Secretary of State of Ohio, and prominent in politics in that State during the preceding decade, was appointed general counsel of the old Radio Commission exactly 10 years ago—on Dec. 14, 1929. In March of 1932 he was sworn in as a member of the Radio Commission and served continuously until creation of the FCC two years later. He was one of the two members of the Radio Commission carried over, the other having been Judge E. O. Sykes, who retired last April.

Commissioner Brown has just completed more than a year of work as Commissioner in charge of a Great Lakes communications survey, and some months ago it was reported he might be disposed to leave the Commission upon completion of that assignment.

Despite the internal conflict within the FCC virtually since its creation, Commissioner Brown has not been drawn into it, particularly insofar as the public prints are concerned. As a matter of fact, he has probably been the least affected among the members of the Commission prior to the advent of Chairman Fly last September. In Administration circles, it is generally felt he would not experience great difficulty in procuring reappointment should he desire.

Mr. Wheat, who is 46, served as telephone rate counsel of the Commission until about a year ago when he returned to California to engage in private practice. He was general counsel of the California Railroad Commission prior to his appointment to the FCC in 1936. The major achievement of the telephone investigation, a $12,000,000 reduction of AT&T interstate toll rates, was largely credited to him.

Pot of Gold to Coast

LEWIS-HOWE Co., St. Louis (Tums), on Dec. 5 switched the weekly half-hour Horace Heidt's *Pot of Gold* program on 82 NBC-Red stations from New York to Hollywood, Tues., 8:30-9 p. m. (EST). Program will originate from Hollywood for several weeks, Heidt and his troupe having opened at the Cocoanut Grove, Los Angeles, on Dec. 12 for a 9 weeks or more personal appearance. He will also make a motion picture based on his radio program. Paul Dudley, formerly Hollywood writer-producer of Lord & Thomas, now associated with Music Corp. of America, New York, continues to produce the weekly show. Dave Elton represents NBC. Art Baker is the Hollywood announcer.

Better Procedure Is Sought by Fly

Tells Bar of Plans to Effect Gradual Improvement

PHYSICAL streamlining of the FCC, to accompany evolutionary development of regulation and procedure, is the immediate order of business of that agency, according to Chairman James Lawrence Fly.

Addressing the Federal Communications Bar Assn. Dec. 1 at its annual banquet, the chairman revealed to the radio bar a brand of wit they had not expected. Playing on words, Mr. Fly covered the procedural problems in radio practice and indicated the course the Commission proposed to follow to improve conditions generally. He predicted a more consistent and wholesome body of communications law from the new procedure.

The physical streamlining will occur with the taking on of a courtroom aspect. A horse-shoe shaped bench, he said, will be built at a height of about 18 inches, he said, "which is about all we can stand at the moment." The immediate result will be, he pointed out, that practitioners will not be in the same position of "looking down" on the FCC.

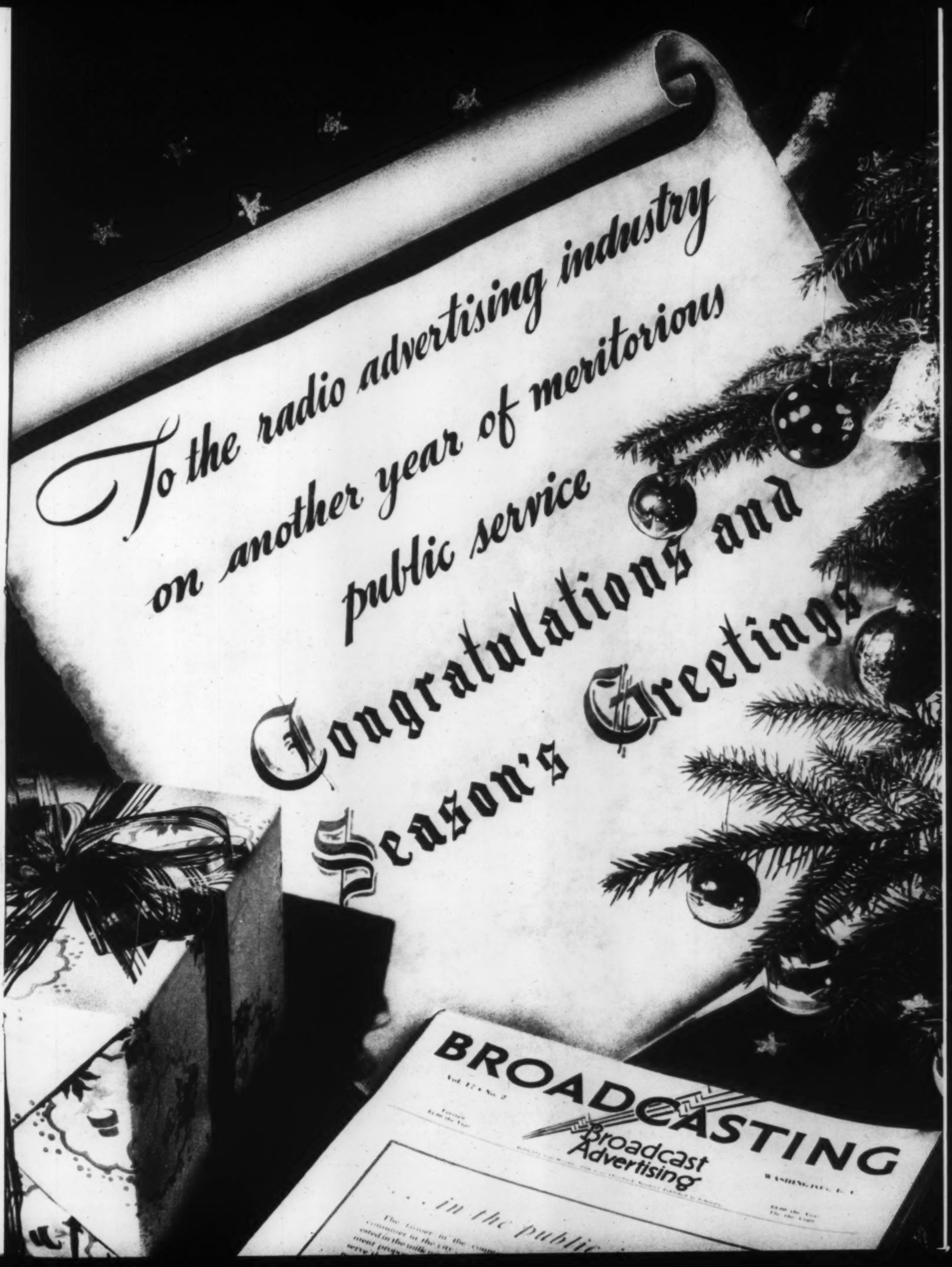
No Kibitzers

Discussing recently introduced FCC practices, such as the non-intervention procedure, he said the FCC proposes to admit as parties to hearings those who can contribute to the building of a proper and adequate record. Such factors as electrical interference and competition are proper bases, he pointed out, adding, however, that the Commission wanted "no kibitzers".

Asserting that the effort was to have better and more adequate rules, Mr. Fly good-naturedly observed he felt sure that "all of you will grow to love our rules intensely."

Chairman Clarence F. Lea (D-Cal.), of the House Interstate Commerce Committee in which radio legislation originates, told the attorneys that agencies such as the FCC are responsible to Congress itself and function for Congress. But as such, he asserted, such agencies should not be subjected to "threats and intimidations". Asserting that a small minority in Congress sometimes may unduly attempt to influence such agencies, he said Congress itself should not be criticized for the sins of this group. Independent Commissions, he said, should not be responsible to "political considerations". "If they yield, they tend to destroy their own usefulness."

Seen in Rep. Lea's observations was a warning that Congress expected independent commissions to adhere to rules of proper practice, fair hearing, complete records and a definite responsibility of the rights of the industries under regulation, along with a judicial review of questions. He urged commissions generally, but with specific reference to the FCC, to eliminate internal jealousies and feuds. Praising the Interstate Commerce Commission as an agency which has carried out the ideals of independent operation with prestige, Rep. Lea urged other governmental agencies to follow the same course.


To the radio advertising industry
on another year of meritorious
public service
Congratulations and
Season's Greetings
BROADCASTING
Broadcast Advertising
... in the public

WNEW Granted Intervention Right In License Case

RCA Motion to Drop Station From Case Is Dismissed

RADIO was victorious in the first skirmish in its fight to secure a reversal of the trial court decision giving the manufacturer of phonograph records and in some instances the recording artist as well the right to restrict or control the use of these recordings on the air, when the Circuit Court of Appeals in New York dismissed the motion of RCA to have the appeal of WNEW, New York, dropped from the case. Argument was presented Dec. 4 by David Mackay for RCA and by Col. Joseph M. Hartfield, of White & Case, co-counsel for WNEW with Stuart Sprague, both retained by the NAB.

RCA's contention was that since WNEW had accepted a license issued by RCA on the authority of the decision of the lower court the station had admitted the right of RCA to issue such a license and that any appeal by the station was therefore a moot point and not subject for consideration by the court. Col. Hartfield replied that the station had taken out a license for only one year, while the injunctions of the lower court are permanent and that the station has every right to appeal.

May File Suits

Although attorneys for all parties in the appeal—RCA, WNEW and Paul Whiteman—say that they are doing all they can to speed proceedings, it will probably be March, or February at the earliest, before the case is heard by the appellate court. Meanwhile, RCA put its licensing plan into effect on Dec. 1 and is considering filing a number of infringement suits against continuing to play Victor and Bluebird records without licenses in the near future, without waiting for the court's decision on the appeals.

RCA reports that a number of broadcasters have taken out licenses, but declines to state the number or to identify the stations. A check of New York stations on Dec. 8 revealed that no station in the city, with the exception of WNEW, has taken out an RCA license, including WEAF and WJZ, which are owned by NBC, itself an RCA subsidiary. These stations reported, however, that the subject was under consideration.

Learning that some stations had been doubtful about permitting Victor and Bluebird records to be played on programs advertising these records, sponsored by local music dealers, BROADCASTING asked RCA if provisions could be made to permit such broadcasts. RCA replied that dealers requesting permission to sponsor programs of this nature would be given it, provided that only records approved by RCA be used and that the commercials advertise only Victor and Bluebird records. No blanket permissions will be granted, it was stated, but individual dealers will be permitted to broadcast specific programs over specific stations as requested. The only blanket exceptions to its licensing plan, RCA said, are for the broadcasting of its own programs: *Music You Want When You Want It* and *RCA-Victor Musical Varieties*.

Calling the RCA phonograph fees, averaging $167 per month per station, "inequitable and excessive", Harold A. Lafount, president of National Independent Broadcasters and former radio commissioner, Dec. 4 wrote Frank Walker, RCA vice-president in charge of its recording activities, urging further discussion. He said certain other matters had been overlooked in the imposition of the license of importance to independent stations and that he felt obligated to urge that a conference be held in the near future.

Plight of Small Station

Mr. Lafount said that he had been advised by NAB early in November that it expected to persuade RCA to postpone further the effective date of the license until a final decision had been rendered in the court case. He added he was not advised until very late in November that the decision was to the contrary. Declaring that the license proposition helps the larger stations and that should any other large record manufacturer impose a similar license "it would either put the independent station completely out of business or necessitate their securing programs from some other source not now known or available," he said the plight of the smaller station required immediate attention.

It was learned that a copy of the NIB letter had been sent by Mr. Lafount to the Federal Trade Commission to keep it abreast of developments.

UNIQUE promotion of KGO-KPO, San Francisco, is this animated *Woman's Magazine of the Air* broadcast in miniature in a window of the downtown Emporium department store. The display, in a Lilliputian studio setting, uses foot-high caricatures of KGO-KPO personalities appearing on the network program. They talk, sing and play musical instruments, their rubber faces and bodies moving in coordination with an electrical recording through an intricate system of springs, wheels and wires. Watchers hear the 10-minute broadcast through a public address system outside the window. The tableau will remain in the Emporium window through the Christmas season, after which it will be sent on the road for appearances in other Western cities.

Stores Take Book Gifts

LIGGETT DRUG Co. and Bond Clothing Stores, New York, cooperative sponsors of Phil Cook's *Morning Almanac* program on WABC, New York, have announced their stores in Manhattan, New Jersey and Connecticut will accept books contributed to Phil Cook during his annual Christmas book drive through Dec. 23. Other depositories are the *Newark Star-Ledger* office and the Bayside Long Island, National Bank, in addition to CBS headquarters at 485 Madison Ave., New York.

USE OF RADIO

Urged by RMA in Message to Receiver Industry

USE of the radio advertising medium to push radio manufacturers' products, particularly in view of the broadcasting industry's cooperation in helping boost receiver sales in the *Radio Christmas* campaign, is advocated by the RMA board of directors, according to a letter to RMA members from Bond Geddes, executive vice-president of the organization.

Recommending action by RMA members for further cooperation in the joint radio promotion campaign of the NAB and RMA, Mr. Geddes stated that the RMA committee in the joint promotion campaign, along with officers and directors, have agreed that manufacturers should assist local stations in soliciting part of the cooperative advertising allowances of distributors and dealers.

To aid this drive it was urged that RMA members supply their distributors with advertising material, such as spot announcements and continuity, similar to the advertising material furnished distributors for newspaper use. It was pointed out that radio advertising could be made particularly effective in pushing replacement sales.

Bill for Baby

ROMA WINE Co., San Francisco, prominent radio advertiser on the West Coast, for the past year has been awarding $30 to each employe who becomes a father or a mother. On Dec. 1 Art Linkletter, who presides over the company's weekly network show, became a father. He promptly sent a bill to J. B. Cella, president of Roma. The bill was for $34.50—the extra $4.50 representing Linkletter's regular 15% commission to his radio agent, Renee Cesana.

NAB Publishes Booklet Designed to Encourage Loyalty by Listeners

HAILED as an effort to re-awaken the "sleeping loyalty" of listeners for American radio, samples of a 16-page rotogravure booklet containing the story of American radio, *Radio's Riches—How You May Bring Them to Your Home*, were mailed to stations Dec. 11 by the NAB. The booklets, designed for mass circulation, are offered stations for distribution to listeners at a price of $11 per thousand.

In a letter announcing completion of *Radio's Riches*, Edward M. Kirby, NAB director of public relations, commented: "The radio industry has sold millions of people millions of things. And, despite rumors to the contrary, it has sold itself to millions of listeners, even though the majority of listeners perhaps don't know it. After all, people are people, and think mostly in terms of favorite radio personalities and favorite programs when they think of radio. They do not think in terms of the American System of Broadcasting which makes it possible for them to hear these programs on schedule, around the clock, day after day.

"What radio needs to do is to reawaken this sleeping loyalty of listeners, for American radio is going through one of its most trying periods. There is, at the moment, no need for undue alarm. But for a variety of reasons, there does exist an urgent need for the widest possible understanding of radio by the greatest number of listeners. While ignorance continues, those who wish to attack the industry for selfish reasons, find a juicy opportunity to do so, because of the condition of the uninformed public."

Victoria, Tex. Outlet

SCHEDULED to begin operating on or about Jan. 1, the new KVIC, Victoria, Tex., authorized for construction last July to operate with 100 watts night and 250 day on 1310 kc., will be managed by Charles C. Shea, its chief stockholder. Mr. Shea, an attorney, will also hold the title of commercial manager. The only other major executive thus far appointed is Paul Wolf, chief engineer. Staff will include Elizabeth Clarke and Linnsley English, salesmen; Richard Harn and Kay Porter, announcing and production; Kay Porter, engineer. Western Electric equipment is being installed along with a 17[illegible]-foot Blaw-Knox radiator.

New Texas Station

THE NEW KXOX, Sweetwater, Tex., 250 watts daytime on 1210 kc., went into operation Dec. 3 under the general managership of Russell Bennitt, co-publisher with his brother George Bennitt of the *Sweetwater Reporter*. The Bennitts are controlling stockholders in the licensee corporation. J. Allen Brown, recently with WHMA, Anniston, Ala., is commercial, production and promotion manager. George W. Dotson, formerly with WMC, Memphis, is chief engineer; Ken Krug, in charge of studio production; Harold Moon, chief announcer; Ed Carrigan, formerly with KRIC, Beaumont, engineer.

XUM

Merry Christmas

and many thousand

Happy New Ears

MORE POWER ON 590 KC TELLS THE STORY

NOW
5,000 WATTS
FULL TIME
590 KC

MORE POWER—5,000 watts full time on 590 kilocycles—means many thousands of new listening ears will be happily added to the coverage of this station for the benefit of the advertisers.

Engineers have agreed that 5,000 watts on 590 kilocycles delivers as much actual coverage as 80% of the stations operating on 50,000 watts power. The answer to this apparent paradox is in the inherent carrying power of the WOW frequency of 590 kilocycles.

Complete coverage of the rich Omaha market requires coverage of parts of six states along the Missouri River. No other station, alone, can give this coverage. If you want the Omaha market, you want WOW.

WOW

John J. Gillin, Jr., Manager . . . Owned and Operated by the Woodmen of the World Life Insurance Society . . . John Blair & Company, Representatives . . . On the NBC Red Network . . . Write for Comprehensive Surveys and Maps

5,000 Watts Day and Night on 590 KC Covers the Omaha Market

XUM

EDUCATIONAL directors of CBS stations on Dec. 1 attended an all-day conference in New York, under the leadership of Sterling Fisher, CBS director of education. Besides watching a *School of the Air* broadcast, they discussed theory and practice of education by radio, with addresses by network executives and educators. Meantime CBS is negotiating with several U. S. universities to secure adoption of CBS educational broadcast as accredited work to supplement classroom study. Pictured are: Front row (l to r) Ruth Lange; Elizabeth Gledhill, WHEC, Rochester; Mrs. Helen L. Swabey, Canadian Broadcasting Corp.; Mrs. Lavinia Schwartz, CBS, Midwest; Mrs. Melva Chernoff, WCHS, Charleston, W. Va.; Madeline Willemsen, of Puerto Rico, for Rockefeller Foundation; Mr. Fisher; Leon Levine, CBS asst. educ. director; Stewart Ayers, script writer for *American School of the Air*. Second row, Michael R. Hanna, WIBX, Utica, N. Y.; Belmont Farley, radio coordinator, National Education Assn.; Carl George, WGAR, Cleveland; David C. Adkins, Boston, director of *New England Town Hall*; Lloyd del Castillo, WEEI, Boston, CBS, New England; William Winter, WBT, Charlotte, N.C., CBS, South; Jack Weldon, WDBJ, Roanoke, Va.; Lloyd Dennis, WJSV, Washington. Third row, Sterling V. Couch, WDRC, Hartford; A. W. Martin, WMAS, Springfield, Mass.; Walter R. Bishop, WRVA, Richmond; Robert Soule, WFBL, Syracuse; John Grolier, WGBI, Scranton; Jack Henry, WBRY, Waterbury, Conn.; Maurice Dolbier, WABI, Bangor, Me.; R. J. Stratton, WDNC, Durham; Herbert Broocker, Columbia U; Harry R. Snyder, McGraw-Hill Book Co.

Colleges Asked by CBS To Recognize Air School

CBS is negotiating with several major universities with a view to the adoption of its educational broadcasts as accredited work to supplement classroom study, with anticipated results comparable to those attained in the secondary school field with the *CBS American School of the Air*, according to Sterling Fisher, CBS director of education, at a recent meeting in New York of CBS educational directors. Under the plan, students listening to and cooperating in the production of such programs as *Of Men & Books*, *Americans at Work*, *People's Platform* and *Bull Session* would be credited for college activities.

Stanford is considering plans to develop special regional programs on the CBS Pacific network of an educational nature, following a conference between Dr. Ray Lyman Wilbur, president of the University; William S. Paley, CBS president, and Mr. Fisher.

Would Equalize Control

TRANSFER of one share of stock in the corporations licensed to operate KOIL, Omaha, and KFAB and KFOR, Lincoln, Neb., is sought in applications just filed with the FCC. The Sidles Co., now owning 50.1% of the stock in each of the companies, would transfer the share to the Star Printing Co., publisher of the *Lincoln Star*, which now holds 24.9%. Its shareholding would thus become 25%. Its sister newspaper company, the State Journal Printing Co., publishing the *Lincoln State Journal*, owns the other 25%. Both newspapers are units of the Lee Syndicate, a newspaper chain, which thus would become co-equal owner with the Sidles Co. in the three stations.

Radio AND Education

TWO one-reel motion pictures about radio, titled "Air Waves" and "Television", have been produced by RCA and are available free for non-theatrical display, according to an announcement by the National Committee on Education by Radio. The pictures are distributed through a number of educational institutions, a list of which may be secured by writing William J. Ganz Co., 19 E. 47th St., New York.

WORL, Boston, on Dec. 9 broadcast what it claims as the first program ever to originate from the auditorium of a local public school with the entire student body participating. The program, originating in the auditorium of Oliver Wendell Holmes School in Dorchester, was a special meeting of the M-1 Safety Squad to take into membership the 1,000 students of that school. The students, ranging from 11 to 15 years, took the pledge in unison and then were given membership cards. Mayor Tobin of Boston and other local and State officials spoke.

DR. RALPH H. OJEMANN, of the Iowa Child Welfare Research Station, State U of Iowa, in the Sept. 16 issue of *School and Society* describes in an article the child study radio program carried on WSUI, Iowa City, and WOAI, Ames, for the last seven years.

OUTSTANDING patterns for successful cooperative public service broadcasting are revealed in a report, titled "Public Service Broadcasting", soon to be issued by the Federal Radio Education Committee. The report, compiled by Dr. Leonard Power, FREC director of research, is based upon a study of public service broadcasting by 12 statons, with an extended review of the activities of WMBD, Peoria, in this field.

BILL EVANS, announcer of WTMJ, Milwaukee, will conduct two classes, in public speaking and radio speaking, during the next term for the Wisconsin U Extension Division.

WORKING with parent-teacher organizations, KSTP, St. Paul, has begun organizing city-wide listening groups in an attempt to widen the scope of its educational programs. The experiment is being conducted in connection with the new *What Would You Do?* series, based on problems connected with child welfare and aired weekly by the St. Paul Council of Parents and Teachers. Thomas D. Rishworth, KSTP educational director, is providing bibliographies and study questions which are being made available to anyone wishing to establish a listening group. So far more than 20 groups have been set up for the single program.

CHICAGO U on Dec. 23 returns its *Human Adventure* series to CBS, Saturdays, 4-5 p. m., CST. Written under the direction of William Benton, vice-president of Chicago U, and Sherman Dryer, radio director, the program presents dramatizations of the contributions of scientists and research workers to the welfare of mankind.

NBC has published a catalogue of all listeners' aids, supplementary study material and teachers' manuals issued for use in connection with NBC educational and cultural programs. The catalogue may be obtained free from the NBC Information Department, 30 Rockefeller Plaza, New York.

UNIVERSITY Broadcasting Council, Chicago, has started a half-hour Sunday afternoon series on MBS titled *Meditation of Melody* in cooperation with DePaul U. The series features dramatizations of the lives of famous musicians and scientists.

SIX broadcasts designed to show how American people have asked governmental aid will be heard on the CBS *Democracy in Action* series, heard Sundays at 2 p. m.

UNIVERSITY of New Mexico Press, Albuquerque, has published *Short Plays for Stage and Radio*, containing simple plays with careful notes on production, edited by Carless Jones.

WSTP Takes the Air With Fred Bugg Manager

FRED BUGG, formerly general manager of WTMC, Ocala, Fla., has been appointed manager of the new WSTP, St. Petersburg, Fla., which went on the air in latter November with 100 watts night and 250 day on 1370 kc. Sam H. Mann Jr., attorney, controls the licensee corporation. The staff was announced as follows:

Ralph Feather, formerly of WJAX, Jacksonville, program director; Heidt Swearingen, formerly with the advertising department of the *St. Petersburg Times*, commercial manager; Keeta Martin, of WAAT, Jersey City, and WNEW, New York, musical director; Carl Carrier, of WFLA, Tampa, and WSUN, St. Petersburg, chief engineer; Ed Wallis, of WSUN, and Garvin Combs, of National Airlines, operators; Jack Swift, of WSUN and WRUF, Gainesville, chief announcer, and Don Bell, of WHO, Des Moines, WFLA, Tampa and WPTF, Raleigh, N. C., announcer.

Iowa Station Starting

AUTHORIZED for construction last July, the new KVFD, Fort Dodge, Ia., scheduled to begin operation on or about Dec. 15, using 100 watts night and 250 day on 1370 kc. Edward Breen, attorney, member of the State Senate of Iowa and at one time with WHO, Des Moines, who is chief stockholder, will be manager of the station. Charles A. Kennedy, formerly with KYSM, Mankato, Minn., will be commercial manager, and Mel Galliart, formerly with WKBB, Dubuque, Ia., will be program director. RCA equipment and a 310-foot Wincharger tower have been installed. UP news service and Standard Radio library have been ordered.

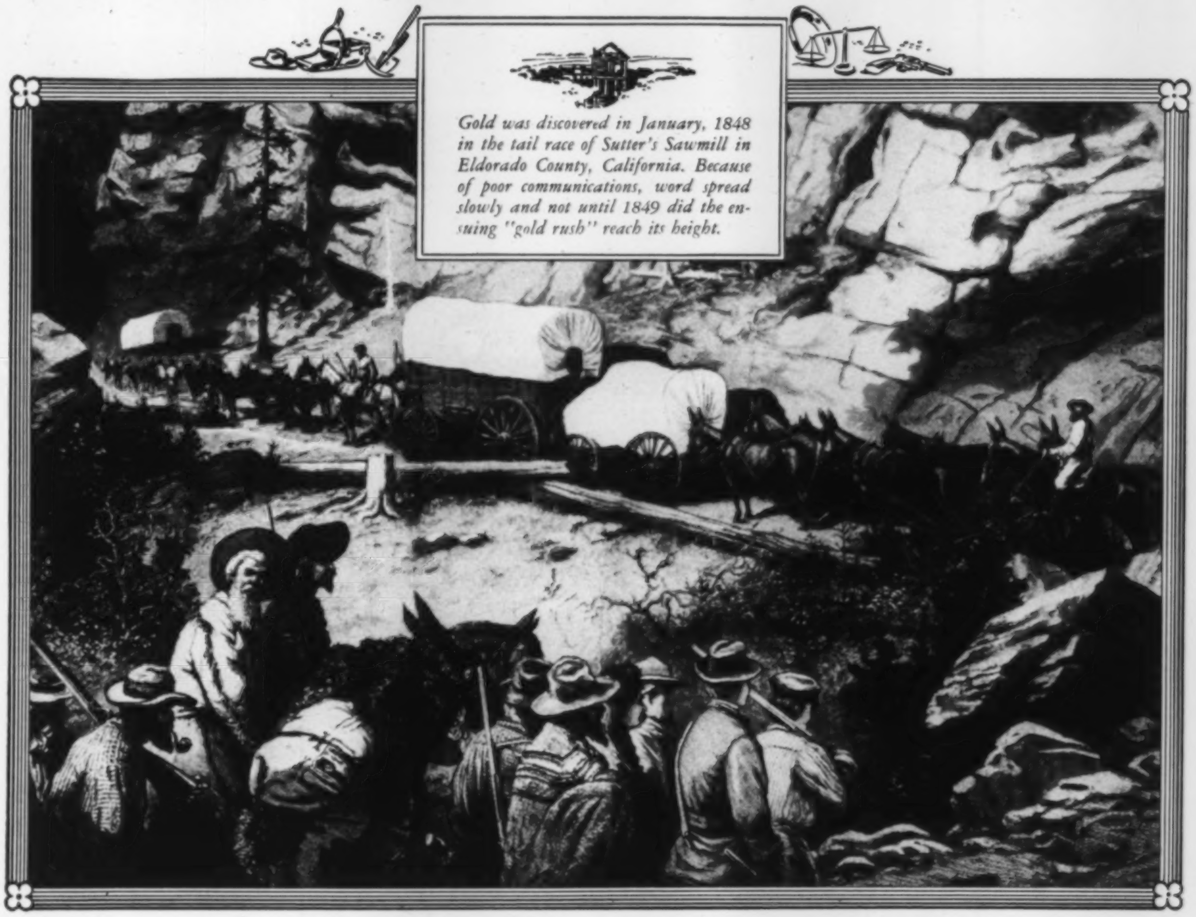
Hawaii Station Plans

DELAYED in construction plans since it was authorized in October 1938, the new KTOH, Lihue, Hawaii, will not begin operating before April 1, 1940, according to C. J. Fern, manager of Garden Island Publishing Co. Ltd., publishing the *Garden Island & Kauai Filipino News*, which will be the licensee firm. Mr. Fern will become general manager of the station, with Dean Stewart as station and commercial manager; William Parsons, program director; Robert Glenn, chief engineer. Collins transmitter and a 130-foot Lehigh tower have been ordered. Staff will include A. Abayalde and S. Hamura as salesmen and announcers, Alfredo Viloria and Kikue Naito as continuity writers and Raymond Sasaki, engineer.

WSPD Seeks Station

FORT INDUSTRY Co., which operates WSPD, Toledo, and other stations in Ohio and West Virginia, Dec. 4 filed with the FCC an application for a new daytime station in Toledo on 810 kc. with 1,000 watts. The channel is occupied by WCCO, Minneapolis, 50,000 watt clear channel outlet, with WNYC, New York, operating on it as a daytime outlet.

They might have been the "FORTY-EIGHTERS"



Gold was discovered in January, 1848 in the tail race of Sutter's Sawmill in Eldorado County, California. Because of poor communications, word spread slowly and not until 1849 did the ensuing "gold rush" reach its height.

HOW THE FAMILY OF RCA WOULD SPEED UP THE GOLD RUSH

Hardly before the echoes of the first shout of "gold" died out along Sutter's Creek, NBC engineers and announcers would be on the spot with portable broadcasting equipment developed in RCA Laboratories and built by the RCA Manufacturing Company. Out over the two great NBC networks, which provide the broadcasting service of the Radio Corporation of America, would flash the discovery news in a thrilling program featuring a personal interview with James Wilson Marshall, the finder of the first nugget. Both in America and abroad listeners would turn the volume a little higher on their RCA Victor receivers so that not one precious word would escape them.

Then as the rush started for Eldorado County, police in cities and towns throughout the nation would direct the flow of traffic with 2-way RCA Police Radio Systems. And songs improvised by the gay "Forty-Eighters" to make the going more pleasant would, of course, be recorded on Victor and Bluebird Records and reproduced everywhere by RCA Victrolas.

In lieu of any present discovery of gold, RCA stands ready to serve you in every respect in every field of radio.

• • •

Trademarks "RCA Victor" and "Victor" Reg. U. S. Pat. Off. by RCA Mfg. Co., Inc.

RCA Radio Corporation of America RADIO CITY, N. Y.

RCA Manufacturing Co., Inc. • National Broadcasting Company • RCA Laboratories
Radiomarine Corp. of America • R.C.A. Communications, Inc. • RCA Institutes, Inc.

L.B. WILSON A*nnounce*

WCKY'

NEW AND FINEST EQU
STUDIOS AND OFF
in the
HOTEL GIBS
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FIFTY GRAND

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IN WATTS

CBS

Merchandising & Promotion

School Aids—News Finder—Bonuses for Sponsors —Answering the Critics—Weekend Reminders

WITH cover simulating a school slate, complete with sponge eraser attached by string, NBC's recently published second volume of "How Schools Can Use Radio" presents suggestions and illustrations of how radio can be fitted into the school curriculum. The colorful booklet includes statements emphasizing radio's educational function by David Sarnoff, RCA president and NBC board chairman, and Dr. James Rowland Angell, NBC educational counselor, as well as a brief explanation and listing of the network's educational features. In addition to the programs, the booklet lists supplementary listening aids, suggestions for school radio equipment and a specimen student's worksheet for Dr. Walter Damrosch's *Music Appreciation Hour.*

* * *

Funds for Toys

DEDICATION on Dec. 4 of the "Doll House" located on the Willard Hotel corner in downtown Washington opened the fifth annual campaign for Christmas toys for needy children conducted by Gordon Hittenmark, *Timekeeper* of WRC, Washington. Speeches by prominent local officials were carried on a special dedicatory program Dec. 4. During the campaign Hittenmark will broadcast his early morning programs direct from the miniature house, which will be attended daily from 6:30 a. m. to 6 p. m. for acceptance of toys and dolls offered by listeners.

* * *

Charleston Queries

PHRASING its sales message in question-answer form under the introduction, "Here are a few questions and answers we're thinking of submitting to *Information Please*", WCHS, Charleston, W. Va., recently mailed a printed letter to prospective and present clients. Queries are phrased to answer themselves by suggestion, while the answers are executed with a light touch.

* * *

Balloon Reminders

TO BOOST early Christmas buying, the Z-Bar Net, including KGIR, Butte, KPFA, Helena, and KRBM, Bozeman, Mont., publicized Dec. 1 as "Balloon Day" and for the occasion distributed toy balloons imprinted with a shop early message. Distribution was accomplished in cooperation with local stores, which handed out a balloon to each customer during the day.

* * *

News Timetable

AS AN inducement to chart mail response and stimulus for the station's ten daily news broadcasts, KNX, Hollywood, is offering a news broadcast timetable to Southern California listeners. Smartly turned out in green and black, the one-fold piece includes a short sales talk on radio's rapidity in transmitting news and the KNX news gathering facilities.

* * *

Show on Tour

ROMA WINE Co., San Francisco, sponsors of the *World's Fair Party* with Art Linkletter as master of ceremonies on the quiz program, is touring the show throughout California, broadcasting from a different town each week over MBS. Until the close of the Golden Gate Exposition, *World's Fair Party* originated from the Wine Temple each week.

Contests on KNX

TO FACILITATE the presentation of complete information on all contests and offers being featured on CBS network and KNX, Hollywood local programs, the station has inaugurated a weekly 10-minute period which provides a roundup of such data. The weekly synthesis is a part of the station's twice-daily house-organ program *KNX-tra,* and rules, closing dates and other information on premium offers is presented. This service to clients is in addition to the regular monthly bulletining of the wholesale and retail trade in regard to new contests and offers.

* * *

Turn About

IN ADDITION to bonuses for members of the staff, KFRO, Longview, Tex., is planning to present gifts to all advertisers. While in the past gifts went only to clients on the station during every week in the year, this year these clients will receive more pretentious presents, while the non-regulars and prospects will get small gifts.

* * *

Playbacks for Dealers

PETER DOELGER BREWING Co., Harrison, N. J., is promoting its 12 weekly programs on WHN, New York, by equipping each salesman with a recording and playback machine to use on dealer calls. Recordings, made by WHN Transcrip Service, give excerpts of programs with four-minute commercials.

* * *

Campbell's Program

HUGE red and gray mounted posters calling attention to four programs which Campbell Soup Co. is currently sponsoring on CBS, have been placed in all Southern California A & P Markets through joint cooperation of the advertiser's Los Angeles office and the network's Hollywood sales promotion department.

* * *

Golden Gate Trailers

KSFO's merchandising department in San Francisco recently completed arrangements with the San Francisco Division of the Golden State theater chain, whereby sound trailers are being run in their theaters promoting KSFO programs and personalities.

Druggists Interested

MAILING of complete information by the KPO-KGO commercial department in San Francisco on drug products advertised on programs heard on the two stations, brought replies from druggists in all sections of Northern California who desired help in linking window displays and other merchandising activities with radio. Headquarters of the Owl Drug Co. in San Francisco made the KPO-KGO Bulletin the subject of a memorandum to sales personnel in their 130 stores.

* * *

Offer to Churches

PROCTER & GAMBLE Co., for the first time on the air, is using its cash redemption of coupons with the offer slanted to religious organizations. On its script shows for Oxydol and Ivory Soap, the firm offers a half-cent for each coupon mailed in through a religious organization. The offer closes Jan. 2, 1940, and is being made on *Man I Married, Mary Marlin, Ma Perkins, Trouble with Marriage, What's My Name.*

* * *

Bombs and Dollars

KTOK, Oklahoma City, used fireworks bombs and cardboard silver dollars to promote the Tums *Quicksilver* show. The bombs were set off on downtown office buildings, with permission of the local police and fire department, and KTOK staff members standing on other buildings tossed down the cardboard dollars as the bombs exploded.

* * *

Advertising Apologist

TO COMBAT anti-advertising propaganda, *Consumer Information* started Dec. 13 on Yankee Network under auspices of the Advertising Federation of America. The first six programs of the feature, heard Wednesdays, 6:15-6:30 p. m. (EST), feature talks by Philip J. McAteer, vice-president of AFA.

* * *

Party Souvenirs

AS SOUVENIRS of its 19th anniversary and transmitter dedication party Nov. 4-5, KDKA, Pittsburgh, sent guests an eight-page offset photo booklet, together with a striking black sun-dial ashtray designed by W. B. McGill, sales promotion manager.

STERN BRAU BEER
SPORTS SPOTLITE
KTUL
Every Night At 6:05

TO INTRODUCE the new Stern Brau Beer *Sports Spotlight,* heard nightly at 6:05 p. m. on KTUL, Tulsa, the station hired six boys to carry sandwich board signs and portable radios tuned to KTUL. The boys stayed out all day for two consecutive Saturdays and Thanksgiving, wandering around downtown Tulsa to arouse interest in the program.

Annual Album

FOR each of the last five years, WLS, Chicago, has sold more than 50,000 copies of its *WLS Family Album* to its listeners at 50 cents per copy. The 60-page album for 1940 has just been published, carrying for the first time in its forward a statement on the American plan of broadcasting by Burridge D. Butler, president of Prairie Farmer-WLS. Mr. Butler's explanation of the American plan contrasts European systems of broadcasting, points out the significance of free radio in America. The *WLS Family Album,* 1940, contains dozens of artist pictures and a complete description of the stations operations. It is dedicated to Miss Grace Cassidy, WLS traffic manager, who was a member of the *Prairie Farmer* staff before WLS went on the air in April, 1924.

* * *

Big PA Network

ONE of the largest public address networks ever devised in New Jersey was lined up Dec. 11 by WOR, Newark, for a marketers' league convention held in nine New Jersey cities by Standard Oil Co. of New Jersey. Through the facilities of the p.a. network, employes of the oil company merely went to the city nearest their homes to hear the entire program originating in the company's main offices in Newark and piped on telephone lines to p.a. loudspeakers in hotels in Trenton, Atlantic City, Camden, Morristown, Elizabeth, Asbury Park, Jersey City, Patterson and Newark.

BROCHURES

WIBX, Utica, N. Y.—Booklet on how to spend advertising money.

WBBM, Chicago—20-page brochure "The Measure of a Station" which analyzes the station's local and national spot business with no reference to network billings.

WENR, Chicago—Folder, titled "You Get More For Less", advertising new discounts together with the station's new transmitter. When piece is unfolded, a cardboard transmitter tower pops up from the center of the WENR coverage map.

WING, Dayton, O.—Printed letter, in simulated long-hand, with a personal slant, pushing "Polly's" programs as an advertising medium.

CBS—"The Magic of Radio Transmission" simply tells the story of how a radio program gets from a CBS studio into the listener's living room and how programs are picked up overseas.

WCKY, Cincinnati—Two-color offset folder promoting two early morning programs on the station, featuring pictures of Joe Graham, Al and Lee Bland.

KDAL, Duluth—Client testimonials in a simulated sheet music brochure, under title of popular song, "They Say".

WHO, Des Moines—Map folder analyzing early morning nationwide listening, based on response to a picture offer by the station.

KGIR, Butte, Mont.—Promotion message printed on sheet copper.

KLZ, Denver — Eight-page brochure presenting sponsor-testimonial for the *Three B's* program heard on the station.

NAB—Two NAB Bureau of Radio Advertising brochures with success stories of radio's use by laundries and a jewelry-optical firm.

WOAI, San Antonio—Four-page folder, "a twice told tale", with figures from a Ross Federal survey of San Antonio listening.

5000

MOST POWERFUL:

On November 15, **W-I-R-E** increased its nighttime power to 5,000 Watts, becoming Indiana's most powerful **FULL-TIME** station.

NEW STUDIOS:

W-I-R-E will soon announce the formal dedication of new studios and offices on the ninth floor of the Claypool Hotel in downtown Indianapolis. With these new facilities, **W-I-R-E** will have one of the most modern and complete broadcasting establishments in the Middle West.

THE RIGHT COMBINATION:

Aggressive *local* programming, intensive coverage of *local* special events, *local* community service **PLUS** a full roster of N.B.C. Red* Network shows are the reasons why Central Indiana keeps tuned to **W-I-R-E.**

The combination of ranking N.B.C. shows with complete local programming makes it unnecessary for **W-I-R-E** listeners to turn to out-of-state stations for service.

**W-I-R-E is the only Basic Red station in Indiana.*

WIRE
Indianapolis

NOW *Look to*

for TELEVISION TRANSMITTERS

GENERAL ELECTRIC—whose Research Laboratory is the home of many basic television developments—now offers television broadcast equipment. Here is a new standard in high-definition picture transmission.

Transmitters, tubes, studio and control-room equipment—all bear the unmistakable mark of G-E radio engineering, of quality that has meant top performance for more than 20 years.

Whether you examine the smart new styling or the most minute detail of technical design, you will find this new apparatus built to give satisfaction every step of the way.

Investigate G-E television through the nearest G-E sales office.

G-E TRANSMITTING TUBES

GENERAL ELECTRIC has pioneered the design and production of radio tubes since 1913. Many of the outstanding advancements in the radio industry during this time are directly traceable to vacuum tubes developed in the G-E Research Laboratory.

All new G-E transmitters are equipped with G-E transmitting tubes to assure optimum performance. Be sure you get the most from your present equipment by specifying G-E tubes whenever you need replacements.

A complete listing of standard G-E transmitting tube types for both amateur and commercial applications is now available. Get a copy through your dealer, or write direct to General Electric.

Television
GENERAL ELECTRIC
Television

This is the new G-E 1-kw television picture transmitter. On the opposite page, the new G-E 1-kw frequency-modulation transmitter.

EQUIPPED WITH G-E TUBES

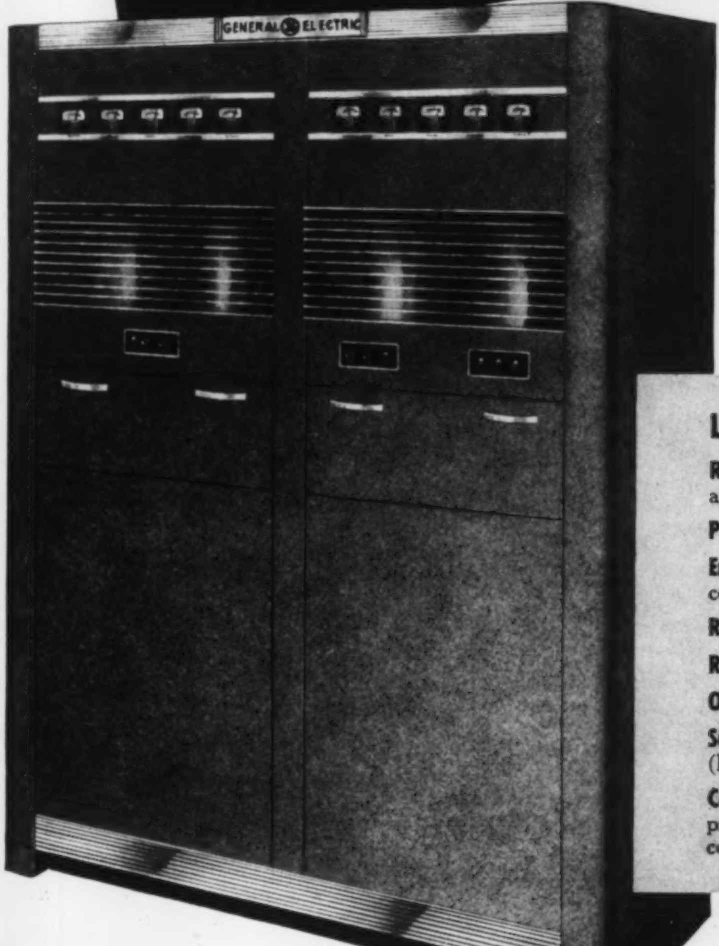
General Electric

for FREQUENCY-MODULATION TRANSMITTERS

FREQUENCY MODULATION—radio at its best—is now made available with all its advantages by General Electric's five new frequency-modulation transmitters. Their output ratings range from 250 watts to 50 kilowatts.

Based on the system originated by Major E. H. Armstrong, this outstanding equipment engineered by G.E. hits a new high in high-fidelity broadcasting. *Think of it*—distortion less than 1½ per cent from 30 to 7500 cycles . . . less than 3 per cent up to 15,000 cycles! Almost complete freedom from interference—both natural and man-made—throughout the service area!

The new G-E transmitters are marked not only by superior performance, but by simplicity, dependability, and economy of operation as well. Look into the advantages which frequency-modulation offers for your service area. General Electric will gladly help you do so.



EQUIPPED WITH G-E TUBES

Look to G.E. for These Radio Products, Too . . . .

Receivers—standard broadcast, frequency-modulation, television, carryabouts, auto-radio, record-players, radio-phonograph combinations

Pre-tested Receiving Tubes

Emergency Radio—for state and local police, public utility and transit companies, fire departments, ambulances, forest service

Receiver and Tube Checkers

Radio for School Systems

Oscillographs for Television

Supplies—capacitors, instruments, transformers, wire, insulation materials (Mycalex and fused quartz), tube parts, crystals, antennas, studio equipment

Carrier-current Equipment—for telephone communication over power lines, protective relaying, telemetering, supervisory control, and low-frequency control of street lighting and water heaters

For further information on G-E radio, television, and frequency-modulation equipment, and G-E transmitting tubes, contact the nearest G-E sales office, or write to

General Electric, Radio and Television Department, Schenectady, N. Y.

LOOK TO G.E. IN RADIO, TELEVISION, AND FREQUENCY MODULATION

GENERAL ELECTRIC

[illegible]

AS ADVERTISED OVER KDYL

WANT TO KNOW *Why?*

Again in 1939, KDYL carried more local advertisers than any other local station. Would you like to know why?

It isn't because KDYL has a lower local rate. KDYL's local rate is as high or higher than that of other Salt Lake stations.

It's because KDYL is recognized by local business men as the *result-getting* station — and everybody is interested in results. Audience-holding *showmanship* does it.

The station that has been getting results for advertisers for years, is the station to include in your 1940 sales plans.

5000 WATTS DAYTIME
1000 WATTS NIGHTS

KDYL

THE *POPULAR* STATION
Salt Lake City, Utah
Representatives:
JOHN BLAIR & COMPANY
Chicago - New York - Detroit
San Francisco - Los Angeles

NBC
RED
NETWORK

Education Merge

(Continued from Page 32)

thus taking its place beside the schools and other similar agencies in training youth for life and the service of the nation."

Typical of this new type of program, he said, is *Cavalcade of America* which resumes Jan. 2 on 100 NBC stations under sponsorship of Du Pont. He pointed out that this public service program has gained added authority through the addition of three American authorities to the *Cavalcade* staff: Carl Carmer, Marquis James, and Dr. Frank Monaghan.

Among NBC affiliates at the conference were R. L. Harlow, vice-president of Yankee Network; Homer J. Bliss, WHAM, Rochester; Clarence Moore, KOA, Denver; John W. Tinnea, KWK, St. Louis; Russ Winnie, WTMJ, Milwaukee; Harry Burke, WOW, Omaha; Miles Reed, WCFL, Chicago; T. C. McCray, WTIC, Hartford, Conn.; Ben H. Darrow, WBEN, Buffalo; Harry J. Kaufman, WDAF, Kansas City; S. D. Gregory, KDKA, Clifton Daniel, WCAE, Pittsburgh; Hal Metzger, WTAM, Cleveland; Mrs. Harriet Hester, WLS, Chicago; Dr. Lee Norvelle, WIRE, Indianapolis; Franklin Tooke, WOWO, Ft. Wayne; Edward Linean, KSO-KRNT, Des Moines; Woody Woods, WHO, Des Moines; Joseph Ries, WLW-WSAI, Cincinnati; Thomas D. Rishworth, KSTP, St. Paul; F. E. Fitzsimonds, KFYR, Bismarck; William Webb and Earl Mullin, NBC-New York and Russell Gohring, WSPD, Toledo; Franklin Tooke, WOWO, Ft. Wayne; Frank Mullen, vice-president of RCA, New York.

To Publish Analysis

The three-day schedule of the School Broadcast Conference as listed in BROADCASTING, Dec. 1, was followed without exception. Edward M. Kirby, NAB director of public relations, spoke Dec. 7 at a dinner party given for the 40 members of the executive council. Mr. Kirby explained the NAB program code in the light of educational broadcasts. Leonard Power, assistant chairman of the Federal Radio Education Committee of the U. S. Office of Education, spoke to the advisory committee on "Research Activities of the FREC." He told of his recent swing around the country during which he called on 50 of the 346 universities and colleges that now have radio departments. He praised broadcasters for the time given and the privileges extended to college workshops in educational radio.

Mr. Power added that five analyses of educational radio will soon be published by his office and distributed to all U. S. stations and 5,000 educational leaders throughout the country. At the close of his speech he suggested that FREC might join the Chicago School Broadcast Conference next December, as well as the Columbus conference next May. The advisory committee of the Conference voted approval of this plan.

Radio Demonstrations

Many radio demonstrations were held during the three-day conference with pupils and teachers from Chicago schools participating. On Dec. 8, CBS originated its *American School of the Air* program from the conference hall. Exhibitors at the conference included: RCA Mfg. Co.; Presto Recording Co.; CBS; MBS; Office of Education, Washington, D. C.; Service Center for Modern Languages Teachers, Tufts College, Boston; Radio Council of Chicago Public Schools; WGN; WLS; WBBM.

WHEN the 30 members of the WLS *Prairie Farmer* bowling league warm up for weekly sessions, hecklers are all over the place. Harold Safford, WLS program director (left) and T. L. Rowe, WLS chief engineer (center) are not only telling George Cook, WLS treasurer, how to hold the bowling ball but keep yelling "foul".

Another broadcast from the conference was *Let's Tell a Story*, a weekly educational program aired on WJJD, Chicago. Al Hollander, educational director of WJJD, was in charge of the program's presentation at the conference. WLS, Chicago, also broadcast its weekly educational series titled *Young Chicago Sings*. George Losey, WLS producer, directed the 120-voice high school girls' chorus.

Other radio educators attending the conference were: Robert E. Allen, Indiana U; L. A. Astell, Illinois U; Homer J. Bliss, WHAM, Rochester; W. D. Boutwell, Office of Education, Washington; Pearl B. Broxam, Iowa U; Mildred C. Chaberlin, Purdue U; B. H. Darrow, WBEN, Buffalo; Robert S. Emerson, New York U; Belmont Farley, National Education Assn., Washington; Kenneth L. Graham, KMBC, Kansas City; Wilfred Guenther, WLW, Cincinnati; Vern Hansen, WGN, Chicago; H. C. Harshbarger, Iowa U; Harriet H. Hester, WLS, Chicago; Luella Hoskins and George Jennings, Chicago Radio Council; W. B. Levenson, WBOE, Cleveland; Carl Menser, WSUI, Iowa U; Allen Miller, University Broadcasting Council, Chicago; C. C. Moore, KOA, Denver; Charles A. Robinson, National Committee on Education by Radio, New York; John Shurtleff, Radio Workshop, Cleveland; B. J. Sullivan, RCA-Mfg. Co., Chicago; Parker Wheatley, Northwestern U; C. A. Wheeler, WRUL, Tufts College, Boston; Howard S. Wilcox, Indiana U; Raymond Wilson, Zenith Radio Co., Chicago; J. F. Wright, Illinois U; Frederick Wyatt, Ohio State U; Blanche Young, radio director of Indianapolis Schools, Indianapolis.

Crashing THE FRONT PAGE!

WKRC
CINCINNATI
NEW YORK FINANCIAL TABLES IN COMPLETE
MANY MERCHANT MA
CONGRESS IS TORMENT

OLD-FASHIONED GIRL

SAVOY SWING

ECONOMY KITCHEN

WOMAN'S HOUR

SPECIAL EVENTS

GREEN DEVIL

DAWN PATROL

SAFETY PATROL

1057 lines of FRONT PAGE NEWS for WKRC in 1939! All in Cincinnati newspapers! All local program stories!

WKRC rates page one in Cincinnati because it is NEWS to the thousands of responsive listeners it continues to hold through presentations of the *Timely*, the *Unusual* and the *Dramatic!*

WKRC's effectiveness as a "result getter" is proved by the record of sales successes its dynamic local originations produce!

And NOW, WKRC has the *plus* value of Times-Star ownership, management and good will . . . convincing evidence that more than ever you need WKRC's clear, top-of-the-dial signal to do your complete selling job in a rich Cincinnati coverage area of 134 Ohio, Kentucky and Indiana counties.

Now Owned and Operated by the CINCINNATI TIMES-STAR

WKRC

5000 Watts Day
1000 Watts Night
550 KILOCYCLES

Cincinnati's Basic Station for The Mutual Broadcasting System

National Representative • WEED & COMPANY • New York • Chicago • Detroit • San Francisco

WORLD LEA

...THE 9

*And the *engineers* of these same stations prefer vertical quality over lateral, 12 to 1.

Other interesting preferences were revealed . . . a 3½ to 1 preference for World *reproduction* of *speech*; a 12 to 1 preference for World pressings because of durability factors; and a 4 to 1 preference for World's shipping and delivery service on pressings.

• • •

Here's what World's Western Electric vertical-cut Wide Range recording means—quoting an advertiser: "Your flawless recording gives our program a brilliance, a naturalness which makes the listener forget he is hearing a broadcast . . . he is peeking in on the real scenes being enacted."

WORLD BROADCA

EADS

9 TO 1 PREFERENCE OF RADIO STATIONS

WORLD, always proud of its designation as producer of highest quality transcriptions, now offers further concrete evidence of its leadership. In an important recent survey, all the leading independent network stations were queried regarding their transcription preferences.

119 station managers out of 132 having both vertical and lateral equipment, voted for World vertical-cut Wide Range recording for faithful reproduction of music . . . *a 9 to 1 preference for vertical versus lateral recording.**

These broadcasting men are vitally concerned in giving the advertiser the result he expects . . . big audiences and broad coverage. Perfect sound transmission is the answer. And the most life-like mirror of sound that science knows today is a World vertical-cut Wide Range transcription.

— ADVERTISERS' BLUE BOOK —

Advertisers planning spot campaigns will do well to consider the influence and popularity of World Program Service Stations. Enjoying exclusive local rights to the greatest repertory of music ever recorded for radio, these stations build programs in endless variety for national, regional or local advertisers.

ALABAMA	
WHMA	*Anniston*
WMOB	*Mobile*
ARIZONA	
KOY	*Phoenix*
ARKANSAS	
KELD	*El Dorado*
KARK	*Little Rock*
KUOA	*Siloam Springs*
CALIFORNIA	
KPMC	*Bakersfield*
KIEM	*Eureka*
KGER	*Long Beach*
KHJ	*Los Angeles*
KLX	*Oakland*
KGB	*San Diego*
KFRC	*San Francisco*
KDB	*Santa Barbara*
KSRO	*Santa Rosa*
KGDM	*Stockton*
KHUB	*Watsonville*
COLORADO	
KFEL	*Denver*
KFXJ	*Grand Junction*
KGHF	*Pueblo*
CONNECTICUT	
WTIC	*Hartford*
WELI	*New Haven*
DIST. OF COLUMBIA	
WJSV	*Washington*
FLORIDA	
WRUF	*Gainesville*
WQAM	*Miami*
WDBO	*Orlando*
WTSP	*St. Petersburg*
WJNO	*West Palm Beach*
GEORGIA	
WGPC	*Albany*
WATL	*Atlanta*
WRDW	*Augusta*
WRBL	*Columbus*
WMAZ	*Macon*
WTOC	*Savannah*
WAYX	*Waycross*
IDAHO	
KIDO	*Boise*
KRLC	*Lewiston*
ILLINOIS	
WGN	*Chicago*
WDAN	*Danville*
WSOY	*Decatur*
WTAD	*Quincy*
WCBS	*Springfield*
INDIANA	
WTRC	*Elkhart*
WGBF-WEOA	*Evansville*
WIRE	*Indianapolis*
WLBC	*Muncie*
IOWA	
WMT	*Cedar Rapids*
WOC	*Davenport*
KMA	*Shenandoah*
KANSAS	
KFBI	*Abilene*
KWBG	*Hutchinson*
KENTUCKY	
WLAP	*Lexington*
WPAD	*Paducah*
WHOP	*Hopkinsville*
LOUISIANA	
WJBO	*Baton Rouge*
KWKH	*Shreveport*
MAINE	
WLBZ	*Bangor*
MARYLAND	
WBAL	*Baltimore*
WTBO	*Cumberland*
WFMD	*Frederick*
MASSACHUSETTS	
WCOP	*Boston*
WEEI	*Boston*
WTAG	*Worcester*
MICHIGAN	
WHDF	*Calumet*
WJR	*Detroit*
WDMJ	*Marquette*
MINNESOTA	
KATE	*Albert Lea*
KVOX	*Moorhead*
KROC	*Rochester*
KSTP	*St. Paul-Minneapolis*
MISSISSIPPI	
WFOR	*Hattiesburg*
WAML	*Laurel*
WSKB	*McComb*
WQBC	*Vicksburg*
MISSOURI	
KWOS	*Jefferson City*
KMBC	*Kansas City*
KWOC	*Poplar Bluff*
KWK	*St. Louis*
MONTANA	
KGCX	*Wolf Point*
NEBRASKA	
KFAB-KFOR	*Lincoln*
KOIL	*Omaha*
NEVADA	
KOH	*Reno*
NEW MEXICO	
KGGM	*Albuquerque*
KICA	*Clovis*
KVSF	*Santa Fe*
NEW YORK	
WGR-WKBW	*Buffalo*
WESG	*Elmira*
WKNY	*Kingston*
WOR	*New York City (Newark)*
WINS	*New York City*
WQXR	*New York City*
WHAM	*Rochester*
WFBL	*Syracuse*
WFAS	*White Plains*
NORTH CAROLINA	
WCNC	*Elizabeth City*
WBIG	*Greensboro*
WEED	*Rocky Mount*
WSTP	*Salisbury*
NORTH DAKOTA	
KDLR	*Devils Lake*
KRMC	*Jamestown*
KLPM	*Minot*
OHIO	
WJW	*Akron*
WHBC	*Canton*
WGAR	*Cleveland*
WKBN	*Youngstown*
WBNS	*Columbus*
WSAI	*Cincinnati*
OKLAHOMA	
KCRC	*Enid*
KBIX	*Muskogee*
KOMA	*Oklahoma City*
KVOO	*Tulsa*
OREGON	
KFJI	*Klamath Falls*
KOIN	*Portland*
KUIN	*Grants Pass*
PENNSYLVANIA	
WCBA-WSAN	*Allentown*
WFBG	*Altoona*
WLEU	*Erie*
WKBO	*Harrisburg*
WCAU	*Philadelphia*
WIP	*Philadelphia*
WCAE	*Pittsburgh*
RHODE ISLAND	
WJAR	*Providence*
SOUTH CAROLINA	
WAIM	*Anderson*
WCSC	*Charleston*
TENNESSEE	
WOPI	*Bristol*
WDOD	*Chattanooga*
WREC	*Memphis*
WLAC	*Nashville*
TEXAS	
KGNC	*Amarillo*
KRIC	*Beaumont*
KGKO	*Dallas-Ft. Worth*
WBAP	*Dallas-Ft. Worth*
KTRH	*Houston*
KRLH	*Midland*
KPDN	*Pampa*
KPAC	*Port Arthur*
KTSA	*San Antonio*
UTAH	
KEUB	*Price*
KDYL	*Salt Lake City*
VERMONT	
WCAX	*Burlington*
VIRGINIA	
WSVA	*Harrisonburg*
WRVA	*Richmond*
WDBJ	*Roanoke*
WASHINGTON	
KXRO	*Aberdeen*
KIRO	*Seattle*
KUJ	*Walla Walla*
WEST VIRGINIA	
WHIS	*Bluefield*
WCHS	*Charleston*
WBLK	*Clarksburg*
WPAR	*Parkersburg*
WISCONSIN	
WEAU	*Eau Claire*
WHBY-WTAQ	*Green Bay*
WKBH	*La Crosse*
WIBA	*Madison*
WISN	*Milwaukee*
WSAU	*Wausau*
HAWAII	
KHBC	*Hilo*
KGMB	*Honolulu*
CANADA	
ALBERTA	
CFAC	*Calgary*
CJCA	*Edmonton*
BRITISH COLUMBIA	
CKWX	*Vancouver*
MANITOBA	
CFAR	*Flin Flon*
CJRC	*Winnipeg*
NEW BRUNSWICK	
CKCW	*Moncton*
CHSJ	*Saint John*
ONTARIO	
CKPC	*Brantford*
CKOC	*Hamilton*
CKCA	*Kenora*
CBO	*Ottawa*
CKSO	*Sudbury*
CKCL	*Toronto*
CKLW	*Windsor*
QUEBEC	
CKAC	*Montreal*
CKCV	*Quebec*
CHLN	*Three Rivers*
SASKATCHEWAN	
CKBI	*Prince Albert*
CJRM	*Regina*
CJGX	*Yorkton*
FOREIGN	
AUSTRALIA	
5 DN	*Adelaide*
4 BC	*Brisbane*
3 KZ	*Melbourne*
2 GB	*Sydney*
NEW ZEALAND	
1 ZB	*Auckland*
2 ZB	*Wellington*
3 ZB	*Christchurch*
4 ZB	*Dunedin*
MEXICO	
XEW	*Mexico City*
SOUTH AFRICA	
South African Broadcasting Corp.	*Cape Town* *Durban* *Grahamstown* *Johannesburg*
	Ponce
VENEZUELA	
YV5RA-YV5RC	*Caracas*

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OUR PLATFORM

American radio as free as the press.

Maintenance of a free, competitive system of broadcasting.

Programs providing greatest good for the greatest number.

The right to render public service without undue restraint.

Maintenance of highest moral, social and economic standards.

Stand aloof from political partisanship on the air.

Build radio circulation to saturation in 30,000,000 American homes, with radios in every classroom, office and automobile.

Keep abreast of modern technical developments.

Foster sound and progressive development of commercial television and facsimile.

Frankenstein

THE resourceful businessman contemplates the future. He watches trends, and buttresses his position accordingly. Radio, perhaps more than most other pursuits, is sensitive to trends. It is particularly influenced by public whim and fancy.

We have discoursed before on the dismal sameness of daytime network programs, variously called soap operas, washboard dramas and sob-sister serials. The time-customer is loath to change because of top ratings of these programs. But there have been signs of listener dissatisfaction.

The most significant trend, evident to most broadcasters, is the sharp increase in radio-phonograph combination sales. In no few cases the purchasers have frankly stated they wanted more diversification—particularly during daytime. Radio itself has helped build this embryonic Frankenstein by plugging record sales on the "music-you-want-when-you-want-it" basis.

This unmistakably indicates industry neglect in balancing its program menu. The more combination sets in homes, the greater the danger of defection from radio-listener ranks. In the long run it might even affect advertisers, though obviously radio circulation is constantly on the increase.

Gradual infiltration of diversified programs during the daytime, more nearly approaching night schedules, is necessary.

Will AFM Strike

A STRIKE of musicians on Jan. 17, at this writing appears inevitable. Network stations, through Independent Radio Network Affiliates have made a proposition for continued employment of union musicians. This has been flatly rejected by the international board of American Federation of Musicians. The next move, says AFM, is up to the broadcasters; otherwise there will be a strike.

Broadcasters should condition themselves for the impending emergency. Things, of course, can happen in the month that remains. But IRNA has dropped its role of negotiator because of non-support of affiliates. As things stand now, rank and file broadcasters, outraged over the untenable position of AFM, appear to be willing to let the issue go by default.

The public will not stand for stoppage of broadcast service. The Government is not likely to sit back and let the "public interest" go by the boards. The Department of Justice in recent weeks has done something more than sit on the sidelines in cases where labor has coerced and intimidated. Broadcasters, in spite of the unfairness of the agreement signed two years ago, certainly have shown a willingness to sit across the table and negotiate. But AFM evidently scorns anything save complete capitulation to its wholly excessive demands.

The outlook is dark. Yet the broadcasters have gone the limit with the international board of AFM. They cannot be bled white. Perhaps AFM, or at least a substantial number of its autonomous locals, will see the light before that Jan. 17 deadline. Be that as it may, broadcasters nevertheless should cushion themselves and their clients for the shock.

Contrast: Radio Version

THE HOLIDAY season approaches. Abroad, totalitarian governments have plunged Europe into ruthless warfare. Government radio spreads the gospel of hatred and destruction. Innocents in neutral countries listen for the signals that will plunge them into the cataclysm. Compare that to America in this season. War news, to be sure, but uncensored and uncolored. Campaigns for the needy, Community Chest drives, clothes and food for the less fortunate, shoes and dollies for the kiddies, even solicitations for refugees in those beleagured nations. There was never a more gratifying and yet horrifying example of radio's force for good and for evil.

Futile Fracases

LOSS OF TIME and money through the conduct of hearings on irresponsible applications has long been a justifiable complaint of station licensees. It is not only the money of the taxpayer, who foots the bill for all governmental operations, but also of the station licensee who must hire lawyers and engineers and take time out to defend himself against cases which in many instances are futile for the applicants. There are applications wholly trivial and frivolous; others founded on vindictiveness against existing licensees; still others arising from financial incompetence. Yet all have gone to hearing because the FCC did not have sufficient preliminary information.

Although he has been at the FCC only a few months, Chairman James Lawrence Fly appears to have detected this evil. He thinks more study should be given to new applicants to determine their financial responsibility, citizenship, character and other necessary prerequisites.

The FCC would like to have an Investigation Division [see page 24] to undertake this work. If it gets a substantially increased appropriation, it probably will create such a unit. Presumably each applicant would be thoroughly investigated by such a field force, rather than rely upon statements made only in the application forms.

Certainly there could come naught but approval from the industry if such an operation were established. Yet we cannot help but perceive in it the latent danger of something more than an investigational unit dealing only with qualifications of applicants and kindred matters. There would be the usual bureaucratic temptation to go beyond those limits; perhaps into programs and other operations which under the law cannot concern the FCC. While the thought is abhorrent, there might even be a sort of espionage system—for which there already has been precedent. We recall several instances in which inspectors in the field have reported program matters and deliberately attacked station operations much to the later chagrin of the FCC.

Thus we think the industry would welcome any move by the Government to nip frivolous and futile hearings. But we hope that if and when it undertakes the field investigational system, it keeps its minions within legal bounds.

Pea Shooting

WE WERE both amazed and amused to note a *Good Housekeeping* display ad the other day which essayed to defy all other media—radio, newspapers and billboard—to do the job of that single sheet. It was a feeble, ill-timed, pea-shooter type of attack, in an effort where even the heaviest artillery of that medium wouldn't work.

Irrespective of that, it ill behooves any medium, let alone a single publication, to indulge in sniping and sharpshooting of that kind. It only tends to start up the opposition. And, to use the vernacular, the bully, whose own house might not be kept in good order, usually winds up with a sock in the puss.

We Pay Our Respects To —

WILLIAM COATES BORRETT

"MAJOR BORRETT is not in just now," they'll tell you if you inquire for the managing director of CHNS, Halifax, Nova Scotia. For William Coates Borrett is once more in the Army, the first of Canada's broadcast station managers to join the Canadian Active Service Force, the day after Canada declared war on Germany.

Bill Borrett is known in radio circles throughout Canada and much of the Atlantic seaboard in the United States. He is known not only for his job with CHNS, but also as a director of long standing on the board of the Canadian Assn. of Broadcasters. He is known in amateur radio circles throughout the world because of his own station, VE1DD, closed since the war started, and for his work with the International Amateur Radio Union, to whose first convention in Paris he went as Canadian delegate in 1925.

It was during the last war that Bill Borrett, then serving overseas, became interested in radio. On demobilization in 1919 the wireless germ had bitten him hard and as soon as possible he got together a spark coil and necessary apparatus. In a few years a tube transmitter replaced the noisy "rock crusher", and it was not long till he was the second Canadian to have worked all continents by shortwave. Then came the formation of the International Amateur Radio Union, and on his return from Paris came the operation of a commercial broadcaster, CHNS, which was then owned by the Northern Electric, Canadian subsidiary of Western Electric.

Bill Borrett took over the 100-watt CHNS as manager. He had only to operate it two or three days a week for a few hours a day. But he saw opportunities. Within two years his staff had grown to four, the station was on the air daily, and when in 1928 the Northern Electric closed down its station, selling the equipment to a western Canadian broadcaster, Bill Borrett and the *Halifax Herald* opened a new 500-watt station in the then just completed Lord Nelson Hotel.

So successful was the new station, that in the midst of the depression—in 1933 to be exact—the 500-watt transmitter was replaced with a 1,000-watt station at Bedford, ten miles outside Halifax. Today CHNS is on the air 16¼ hours daily, has a staff of 17 people, has a remote control truck, shortwave transmitter CHNX, portable transmitter, and all the other equipment of an up-to-date broadcasting station.

Because of his shortwave contacts through his amateur station, Major Borrett was one of the first to see the value of rebroadcasts of European stations. Since the beginning of rebroadcasting, CHNS has been on the job, and now claims to have done this work longer on a regular daily basis than any other station in North America. As recognition for his services in rebroadcasting the British Broadcasting Corp. programs for many years, Maj. Borrett was selected to speak for the three Atlantic Coast provinces on the first British Empire Broadcast on Christmas Day, 1932.

With formation of the Canadian Radio Commission and later the Canadian Broadcasting Corp., Bill Borrett had his sphere of activity widened. While first and always keeping in mind the welfare of his own station, he gave the new Government organization every reasonable cooperation, and, in fact, even allowed speakers to use the facilities of his station to tell the Maritime radio audience why a Government system should be installed in Canada, believing that by such an attitude commercial stations would make friends and not enemies of officials who had their duties to perform, and that a more thorough understanding of the radio situation was in the public interest.

Until the CRC had its own production studios in Halifax he produced their Halifax broadcasts and, according to an article written by Lt. Col. Steel, a former commissioner, was the originator of the idea which gave the original CRC one of their most useful services and popular programs in the field of Government broadcasting in Canada, the *Northern Messenger Service*, a weekly late broadcast for the special benefit of the Royal Canadian Mounted Police and trappers in the Canadian Northland.

Since Maj. Gladstone Murray became general manager of the CBC at Ottawa, Bill Borrett and the CBC officials have cooperated on many occasions in bringing broadcasts from Nova Scotia to the network, and he strongly believes that both the Government system and the local commercial stations have a definite place in the pattern of Canadian broadcasting.

Bill Borrett has been an Army man practically all his life. He was born at Dartmouth, N. S., just outside Halifax, on April 21, 1894, the son of Maj. and Mrs. W. J. Borrett of the Royal Garrison Artillery. His boyhood was spent in army centers at Halifax; in the West Indian islands of Bermuda, Barbadoes and St. Lucia; at Woolwich, England; Cardiff, Wales; and Gibraltar. He even went to Royal Army schools before taking high school graduation for entrance to Oxford University. When he was 19 he came back to Dartmouth, and joined the Canadian non-permanent militia. Just before the 1914 war started, he had earned a commission, and saw services from the outbreak of war at the Halifax fortress and later overseas with Imperial forces.

For diversion, besides his amateur radio, he takes an interest in amateur photography and cartooning. And for exercise you can often see his tall, lean, straight, military form on courses of the Ashburn and Gorsebrook golf clubs outside Halifax. He used to play football, lost one toe as a result, and until, as he says, he got "too fat and lazy and found golf more comfortable," he rowed stroke with a Halifax club crew.

Maj. Borrett in 1917 married Muriel Hazen Bauld, of Halifax, who was a nursing sister in the Canadian Army Medical Corps at the time.

Since the last war he has not lost contact with the Army. Besides his operation of one of Canada's most important stations, he has kept actively interested in the Canadian militia. Thus it was no surprise to his fellow broadcasters to hear that the day after war was declared Maj. Borrett was once more wearing his uniform, this time in an administrative capacity with the headquarters staff of the Canadian Active Service Force at Halifax, where he finds time to keep an eye on CHNS.

Personal NOTES

JOHN H. NORTON, Jr., manager of NBC Blue network division of station relations, has been named assistant to William Hedges, NBC-vice-president in charge of the station department, in addition to his other duties.

FRED A. McCABE, formerly in the Atlanta office of United Press who recently was transferred to New York, has been placed in charge of all advertising and promotion for UP.

E. P. H. JAMES, NBC advertising and sales promotion manager, on Dec. 11 discussed "Radio Advertising" before the Advertising and Selling Course of the Advertising Club of New York.

LEWIS ALLEN WEISS, general manager of Don Lee Broacasting System, Los Angeles, was recently made Field Senate of Delta Theta Phi, professional legal fraternity of Southern California U in recognition of his activities on behalf of radio jurisprudence.

MILT HILL, formerly continuity editor of WHK-WCLE, Cleveland, has replaced John Vorpe as publicity director.

DUDLEY ROLLINSON, a member of sales staff of NBC-Chicago for the last five years, has been transferred to the sales staff of NBC-New York. Before joining NBC, Mr. Rollinson was associated with Blackett-Sample-Hummert Inc., Chicago. Late in November, Rollinson's clients gave him a farewell party.

A. LYNN BRANNEN, formerly of WGAU, Athens, Ga., and WKEU, Griffin, Ala., has joined WHMA, Anniston, Ala., as commercial manager, succeeding J. Allen Brown, who resigned to become commercial manager of KXOX, Sweetwater, Tex.

JACK HARDER has joined WAYX, Waycross, Ga., as commercial manager.

GRIFFITH B. THOMPSON, sales manager of KYW, Philadelphia, has been named assistant general manager of the station by Leslie W. Joy, general manager. He will act as manager during the absence of Mr. Joy, who is recovering at his home from an illness.

PERCY L. DEUTSCH, president of World Broadcasting System, is wintering in Phoenix, Ariz., after having recovered from a siege of pneumonia.

KEITH KIGGINS, director of NBC-Blue, has been named chairman of the radio committee for the Department of New York of the American Legion.

RALPH L. POWER, United States representative of Macquarie Broadcasting Network, Sydney, returned to Los Angeles in early December from a four-month business trip to Australia and New Zealand.

ALBERT E. (Hoot) GIBSON, of the Eastburn-Siegel Advertising Agency, Atlanta, on Dec. 12 joined WSM, Nashville, as director of promotion, merchandising and continuity. A graduate of Georgia Tech, he once managed the Golden Tornado football team.

CHARLES EATOUGH, formerly with the *Rocky Mountain News*, and Arthur J. Weaver, of a Denver packing company, have joined the sales department of KLZ, Denver. They replace Frederick C. Mueller Jr., now with General Outdoor Advertising in Kansas City, and Brian Elliott, now an account executive with the Robertson Agency, Denver.

HORATIO LOCKE, formerley sales manager of the Pine Balm Co., Monticello, Ill., has joined the sales promotion department of WOR, Newark.

ROBERT SMITH, salesman of WDAY, Fargo, N. D., married Mary Hector in mid-November.

HENRY M. JACKSON, San Francisco sales manager for CBS, has installed a radio transmitter on his yacht. The call letters are WCPW.

WILBUR EICKELBERG, general sales manager of Don Lee Broadcasting System, Los Angeles, has returned to his desk after an appendicitis operation.

NEAL BARRETT, manager of KOMA, Oklahoma City, has been elected vice-president of the Oklahoma City Kiwanis Club.

BEHIND the MIKE

BURT BLACKWELL, chief announcer of WAVE, Louisville, a contestant in the weekly CBS talent hunt program, *Gateway to Hollywood*, sponsored by Wm. Wrigley Jr. Co., Chicago (chewing gum), will appear on the Dec. 17 broadcast, playing opposite Mary Boland, film actress, in a comedy skit. Ruth Landwehr, wommen's program director of WTOL, Toledo, also is a contestant on the program. Ned Le Fevre, announcer of WFBM, Indianapolis, was a contestant on the Dec. 10 broadcast which featured Chester Morris and Phyllis Brooks.

ARTHUR CHAPMAN jr., former newspaperman in New York and Pittsburgh and more recently in publicity work for Jones & Laughlin Steel Corp., Westinghouse Electric and the New York World's Fair, has joined the press department of NBC in New York as assistant to Charles Pekor, trade news editor.

GERALD HOLLARD, of NBC script department in New York, is writing a weekly news letter on the New York stage for the *Chicago Daily News*.

JIMMIE WILLSON, program manager of WWL, New Orleans, has been selected as interlocutor for Loyola U's annual Freshman Minstrel Show.

MORRIS HICK, chief announcer of WIRE, Indianapolis, has taken six months leave to assist at WKBH, LaCrosse, Wis.

CRANE WILBUR, formerly a writer-director of Warner Bros. Studios, Hollywood, has joined the CBS *Big Town* program, sponsored by Lever Bros., as script editor.

ROBERT DEHAVEN, production manager of WTCN, Minneapolis, has returned to his desk following injuries suffered Dec. 6 in an auto accident. Mr. DeHaven was en route to the School Broadcast Conference in Chicago when the accident occurred.

KEN AITKEN has been appointed program manager of KDB, Santa Barbara, Cal., replacing Robert Boyd, transferred to the technical staff.

NORMAN H. BRINSLEY has been appointed program director of WKBB, Dubuque, Ia.

FRANCES MYERS, formerly of WEBC, Duluth, has joined the office staff of KOY, Phoenix.

DAVE BROWN, new to radio, has joined KFAC, Los Angeles, as account executive.

ED CURTIN, formerly news editor of NBC's press department, has been named director of public relations for the Greater New York Committee for the Celebration of the President's Birthday Ball, to handle all local radio and press publicity.

ROLAND HAMEL of the publicity department of WHN, New York, recently became the father of a baby boy.

BOB TROUT, CBS ace announcer, recently served as narrator for the Boy Scouts of America first motion picture, a two-reeler, in color, showing scout activities.

JIMMY McCULLA, announcer of KSO-KRNT, Des Moines, recently married Maryam Mefferd. Don Havens, of the accounting department, married Frances Dull on Thanksgiving Day.

TOM REYNOLDS, formerly chief announcer of KPAB, Laredo, Tex., has joined the announcing staff of KBST, Big Spring, Tex.

Proper Finnish

THERE'LL be no pronunciation errors if WJBK, Detroit, can help it. Chief Announcer Charles Sterritt called in three Chinese students for accurate pronunciation training during the Japanese - Chinese conflict. With two Polish hours daily on the station, the Polish names were no trick at all. And now Edward Barkkarie, WJBK engineer, has been rooted out for help on the present Finnish news. Barkkarie's parents came from Vasa, Finland, and he knows the right and wrong of Finnish names and places.

GUNNAR BACK, formerly program director of WJNO, West Palm Beach, Fla., has joined the announcing staff of WJSV, Washington, replacing Warren Sweeney, who is now with CBS in New York.

GEORGE PROVOL, production manager, and John Woolf, announcer of KDYL, Salt Lake City, recently underwent appendectomies. Fred Horwitz, of the KDYL sales department, and his family sustained minor injuries and bruises when their car was sideswiped by a truck recently.

DICK HETRICK, formerly with KSAN, San Francisco, has joined KROW, Oakland, Cal., as newscaster, replacing Don Avery, who resigned due to illness.

JOSEPH M. SEIFERTH Jr., formerly of WSMB and WBNO, New Orleans, has become advertising manager of *Shelter*, public housing magazine, published in New York.

NORTHRUP DAWSON, formerly of the script show production department of Benton & Bowles, has joined WCCO, Minneapolis, as assistant production manager.

DOUGLAS B. GRANT, program director of WMT, Cedar Rapids, Ia., is the father of a boy born Dec. 3.

DON LEWIS, recently voted "best looking" announcer of WWL, New Orleans, has been selected as a clothing model for spare time work by Motion Picture Adv. Co., local producer of commercial movie shorts.

RICH HALL of the CBS Hollywood music clearance department has closed a deal with Mills Publishing Co., that city, for publication of his song, "Once Upon a Moment".

PAUL LAW, formerly of WJBC, Bloomington, Ill., has joined the announcing staff of KFRU, Columbia, Mo., replacing Ernie Rea, who has joined WHAS, Louisville.

JUANITA MITCHELL has been added to the continuity staff of KVOO, Tulsa, Okla.

FENWICK JOB, formerly of the announcing staff of WHLS, Port Huron, Mich., has joined the production staff of CKOC, Hamilton, Ont. Norman Choate has been added to the CKOC announcing staff.

BOB GARRED, newscaster at KSFO, San Francisco, recently was transferred to the Hollywood studios of CBS.

ROBERT TRENDLER, chorus master of the music department of WGN, Chicago, married Annette Bretzlaff, WGN singer, on Dec. 4.

EDDIE ANDRUS, announcer of WTAR, Norfolk, has been appointed public relations officer of the Reserve Officers Association, Department of Virginia, in which he is a lieutenant.

FRED BRIGGS, member of the announcing staff at KYA, San Francisco, has been appointed m.c. for the *Early Birds* program.

Meet the LADIES

MARGARET FOSS

NEW home economist and director of women's shows at WDAY, Fargo, N. D., is Margaret Foss (Peggy to her pals), a North Dakota U graduate. Journalistic training at college comes in handy as she turns out continuity for homemaking programs. Her radio background includes service at KFJM, Grand Forks, N. D. Her newest WDAY show is *At Home With Margaret Foss*, offering recipes, news of women, club announcements and similar information.

Finished

WAYNE MACK, chief announcer of WGAR, Cleveland, recently received a criticism from a woman who wanted to set him right on his pronunciation of Finnish names. What the lady did not know was that Mack's real name is Vaino Mackinen, that his nationality is Finnish, and that in his youth he acted on the Finnish stage.

WILLARD POTT, formerly with George Olsen's band, has been named musical director of WHK-WCLE, Cleveland. Don Hyde has joined the announcing staff, and John Barnes and Elma Kendall the office staff of WHK-WCLE.

HELEN MORGAN, of the radio staff of the Leon Livingston Adv. Agency, San Francisco and before that an NBC actress, now appears three times weekly on the NBC Pacific Coast matinee show, *Bennie Walker's Woman's Magazine of the Air*, as woman's commentator.

FRED P. PFAHLER Jr. has been named program manager and Bill Smart promotion manager of WTOC, Savannah, Ga.

CHARLES STARK, CBS commentator on the *Odd Side of the News* program, was selected recently from a field of 50 contestants for the French Fellowship Award of the Barbizon School of Langauges.

AL HUNTER of the KFRC, San Francisco news bureau, recently became the father of a girl.

SAM HAYES, Hollywood commentator on the NBC-Pacific Red network program, *Sperry Breakfast News*, sponsored by Sperry Flour Co., has been assigned the announcer role in the 20th-Century Fox film, "He Married His Wife." This is Hayes' 91st picture assignment.

JIM McNAMEE, of KYW, Philadelphia, has announced his engagement to Jeanne Jackson.

PATRICK HALVORSON, formerly of WHO, Des Moines, has joined the announcing staff of WSKB, McComb, Mississippi.

WILFORD NICHOLSON, formerly of WHBB, Selma, Ala., has joined WAYX, Waycross, Ga., as announcer-engineer.

LEE COOLEY, KHJ, Los Angeles, announcer-producer, has resigned that post to join the New York cast of the CBS *Tune-Up Time* program, sponsored by Ethyl Gasoline. Besides handling commercial announcements, he will act as foil for Tony Martin on the weekly program, taking over Jan. 1.

LEO CLEARY is the Hollywood writer-producer of the thrice-weekly quarter hour NBC-Pacific Blue program, *Tippo the Clown*. He also portrays every character in the serial.

REGINALD SHARLAND, Hollywood co-writer and actor in the radio serial, *Watanabe & Archie*, married Herta Lynd, film and stage actress, in Santa Barbara, Cal., Dec. 2.

FRANKLIN LEWIS, sports editor of WGAR, Cleveland, has resigned as of Dec. 9 to return to the sports department of the *Cleveland Press*, with which he was associated before joining WGAR 2½ years ago. On Dec. 8 Lewis married Virginia Palmer.

HARLAN HAINES, formerly of WHBC, Canton, O., has joined WPAY, Portsmouth, O., as continuity editor. Robert Horn, WPAY newscaster, is the father of a girl born recently. Gwen and Orville Fields, continuity writer and salesman of WPAY since the station was founded in 1935, have joined the new WMAN, Mansfield, O.

JOHN CONRAD, graduate of the NBC Chicago announcers school, has joined the announcing staff of KTSM, El Paso, Tex.

LORENE NEYSTROM, radio editor of the *Chicago Herald-American*, suffered a fractured hip Dec. 4 when the car in which she was riding was side-swiped by a truck.

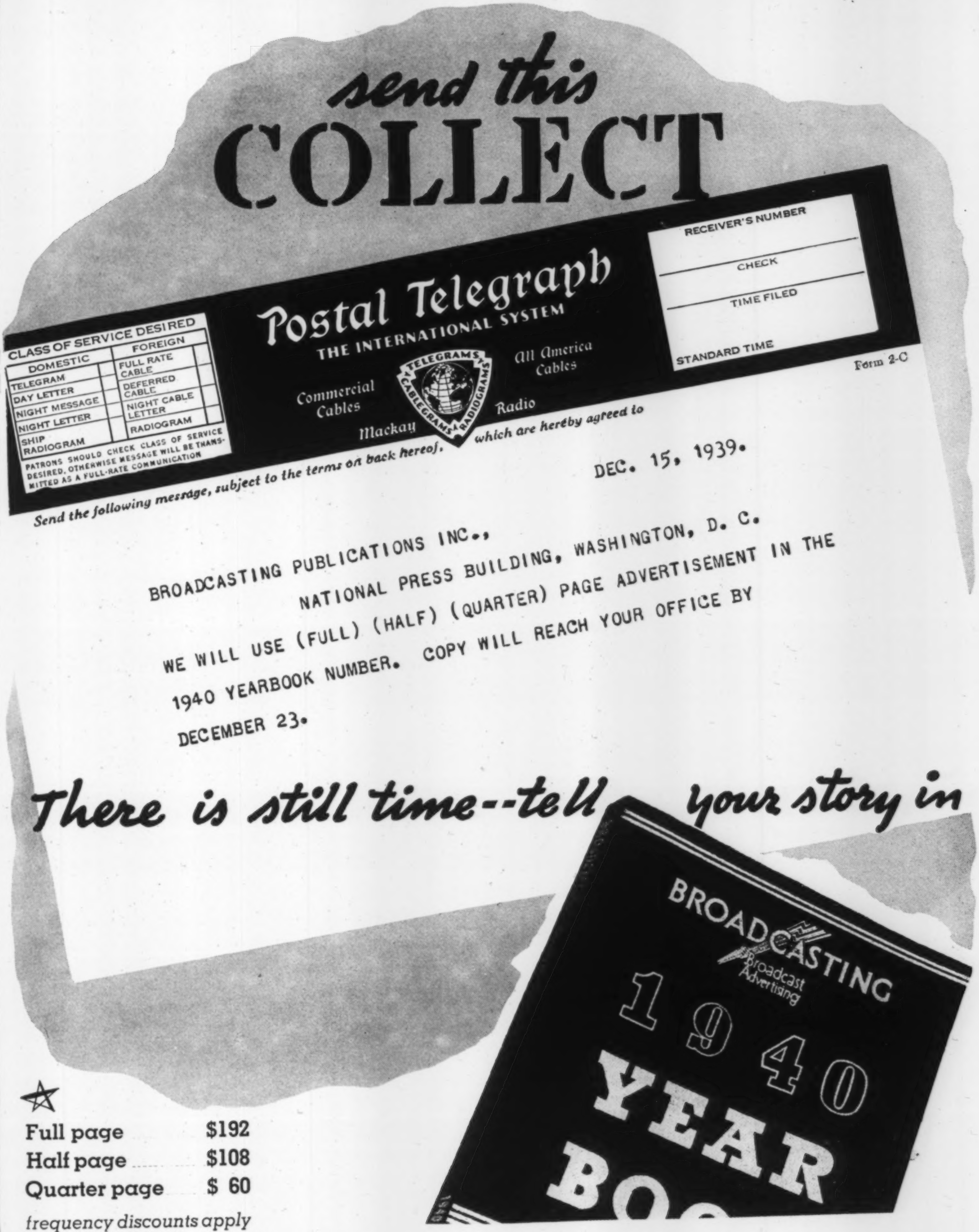
FRANK McGIVERN, formerly of WGN, Chicago, has joined the announcing staff of WJBC, Bloomington, Ill.

GALEN FROMME, fromerly of WEEU and WRAW, Reading, Pa., has joined the announcing staff of WBAL, Baltimore.

Lionel J. W. Benison

LIONEL J. W. BENISON, 53, president of the Benison Co., Montreal advertising agency with branch offices at Toronto and Vancouver, died Dec. 4 at Montreal after a short illness. Mr. Benison was born in Dublin, Ireland, and came to Montreal 33 years ago, entering the old Scroggie department store of which he subsequently became advertising manager. He operated his own agency for a short time, then joined the present firm of McConnell, Eastman & Co. as vice-president and manager of the Montreal office. In 1934 he started his own agency again. He is survived by his wife and six children, his father, two brothers and six sisters.

GEORGE ROSENBERG, Hollywood talent agent, has joined Columbia Management of California, that city, to handle radio and picture personalities.


send this
COLLECT
Postal Telegraph
THE INTERNATIONAL SYSTEM
Commercial Cables
TELEGRAMS
CABLEGRAMS
RADIOGRAMS
Mackay
All America Cables
Radio
Form 2-C
There is still time--tell your story in
BROADCASTING
Broadcast Advertising
1940
YEAR BOO

CLASS OF SERVICE DESIRED	
DOMESTIC	FOREIGN
TELEGRAM	FULL RATE CABLE
DAY LETTER	DEFERRED CABLE
NIGHT MESSAGE	NIGHT CABLE LETTER
NIGHT LETTER	RADIOGRAM
SHIP RADIOGRAM	

PATRONS SHOULD CHECK CLASS OF SERVICE DESIRED, OTHERWISE MESSAGE WILL BE TRANSMITTED AS A FULL-RATE COMMUNICATION

RECEIVER'S NUMBER

CHECK

TIME FILED

STANDARD TIME

Send the following message, subject to the terms on back hereof, which are hereby agreed to

DEC. 15, 1939.

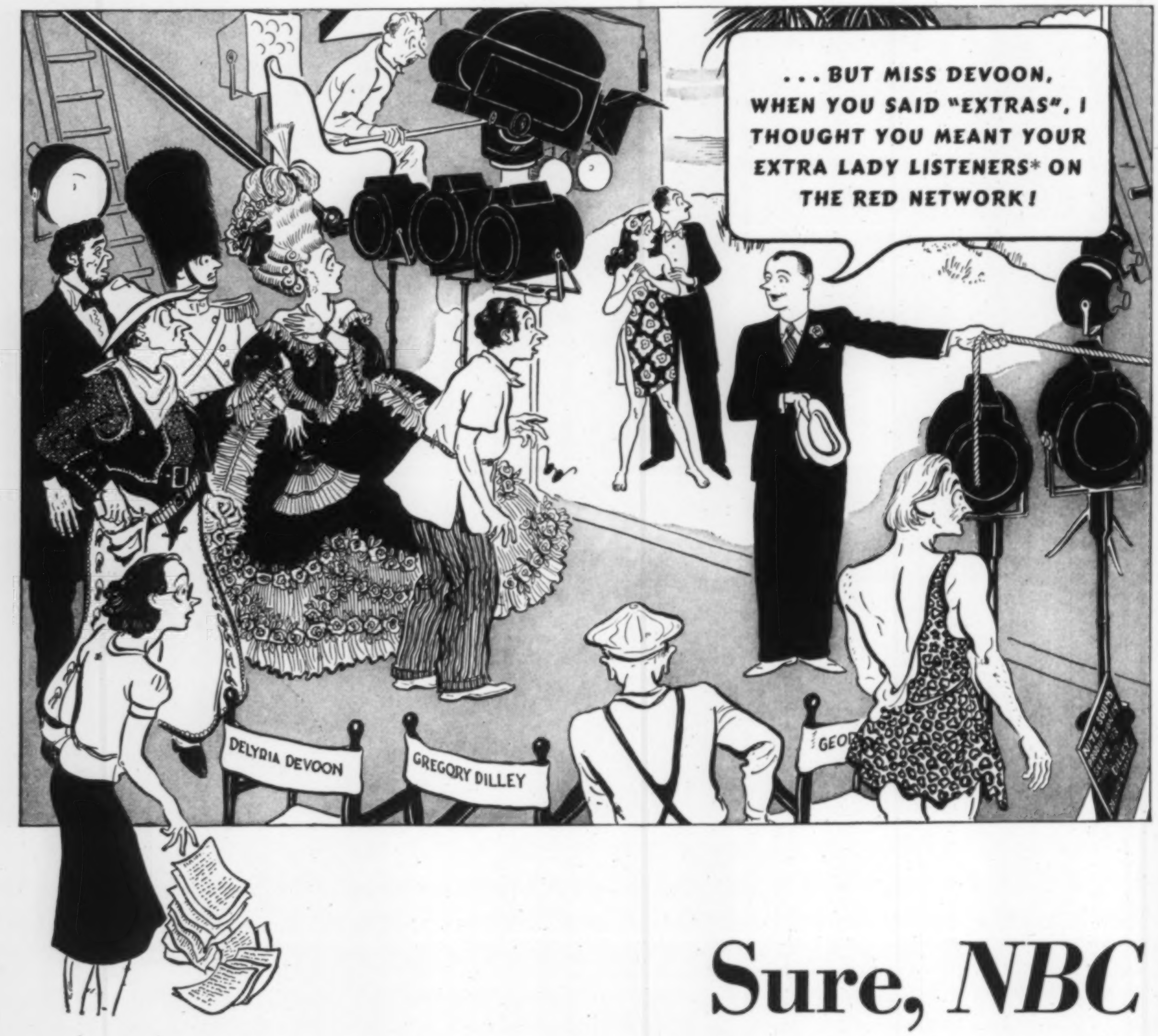
BROADCASTING PUBLICATIONS INC.,
NATIONAL PRESS BUILDING, WASHINGTON, D. C.

WE WILL USE (FULL) (HALF) (QUARTER) PAGE ADVERTISEMENT IN THE 1940 YEARBOOK NUMBER. COPY WILL REACH YOUR OFFICE BY DECEMBER 23.

☆

Full page	**$192**
Half page	**$108**
Quarter page	**$ 60**

frequency discounts apply


. . . BUT MISS DEVOON, WHEN YOU SAID "EXTRAS", I THOUGHT YOU MEANT YOUR EXTRA LADY LISTENERS* ON THE RED NETWORK!
DELYRIA DEVOON
GREGORY DILLEY
GEO

Sure, *NBC*
look "Hollywood"

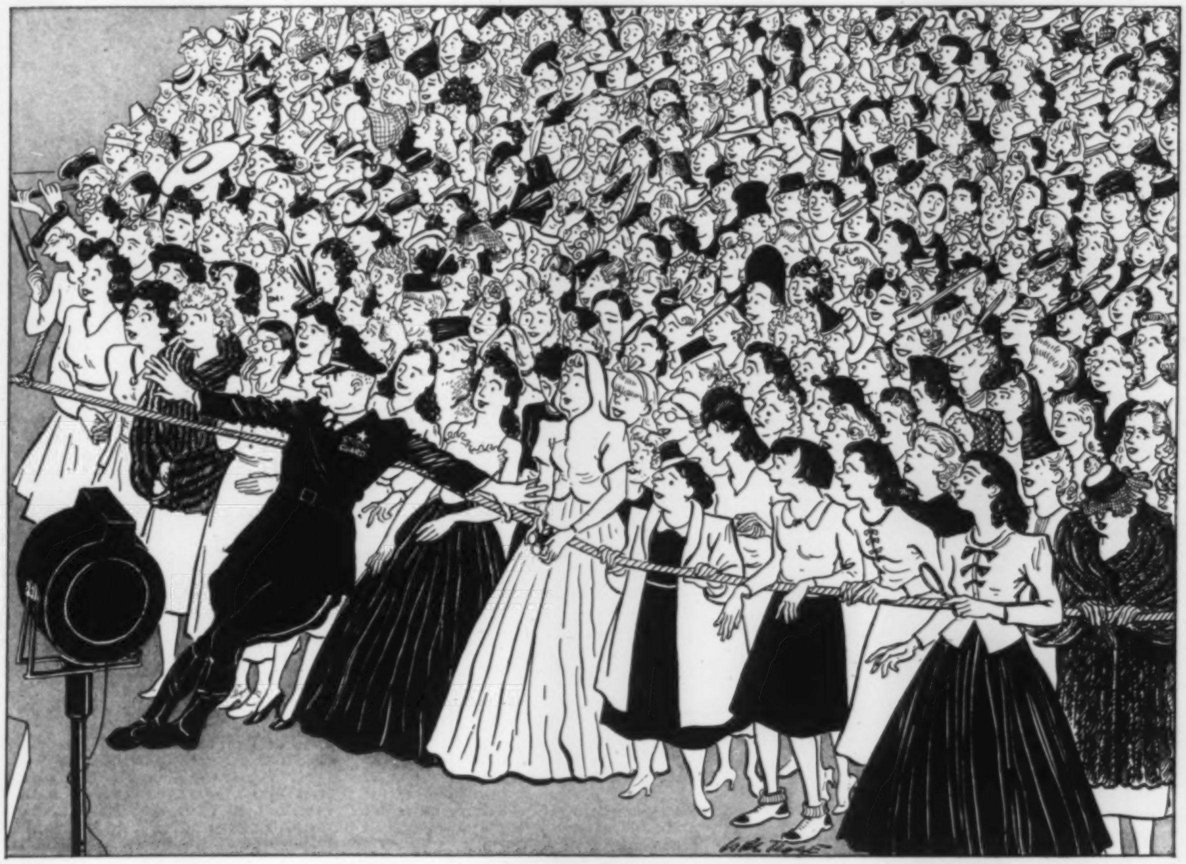
"Colossal" indeed is the Red's regular listening audience—day or night, male or female. It's by far the biggest in the business. "Stupendous" too, is the number of families who "listen most" to the Red. Nevertheless, they're facts proved by radio's most complete circulation study—the only one ever made which covers *both halves* of the radio audience!

With your own future profits in mind, consider two facts. First, among the many Red Network boosters are the beauty aid makers, who preferred the Red by a two-dollars-to-one margin over any other network during the first nine months of this year. Second, 79 national advertisers last year appropriated more money for the Red Network than for any other single advertising medium in the world—over $31,000,000!

This, we believe, is conclusive evidence of the confidence advertisers have in the Red Network's ability to sell goods. A confidence substantiated by facts unearthed in the only network survey ever made which covered not only the usual radio research territories, but the "Other Half" of the national radio audience as well—the previously "uncharted" areas where 51% of all U. S. radio-owning families are located!

New Light on Radio

The revelations in the "Other Half" story prove many things of greatest importance to advertisers. Facts are brought to the fore which no profit-minded advertiser can ignore.



*Women-wise advertisers of cosmetics and shampoos know what the Red can do. That is why they invested $1,204,000 in the Red Network during the first nine months of 1939—more than twice as much as in any other.

Red Network figures –but they're facts!

Puzzling time-buying knots are unraveled. Proof is given that *a CAB rating on the Red means a greater nationwide audience for a program than the same rating on another network.*

In short, a completely new conception of comparative network circulations and values has been born! As one agency executive put it "At last I understand how radio works, and *why* the Red Network produces extra results for my clients!"

Missing Extra Sales?

We believe that when you hear *all* of this astonishing story, you'll agree that there are reasons aplenty for the high regard in which the Red is held by present advertisers. You'll *know* why it is the country's No. 1 advertising medium... why, ever since network broadcasting began, it has aired the majority of the leading day- and night-time programs. The Red's *extra* national coverage means *extra* sales for you.

You are invited to join the Red's long list of distinguished, profit-wise customers!

NATIONAL BROADCASTING COMPANY
A RADIO CORPORATION OF AMERICA SERVICE

NBC Red NETWORK

The network *most* people listen to *most*

Studio Notes

THROUGH its *Jungle Journal* program on WPEN, the Philadelphia Zoo has been recognized for its educational work by the American Philosophical Society. Special listings of the Zoo program on WPEN now appear in the monthly publication of the Society.

WOL, Washington, on Dec. 11 observed its 15th anniversary. Although no special birthday program was presented, the event was publicized by station breaks throughout the day calling attention to the anniversary.

RECENT renewal contracts with SESAC have been signed by CBS, NBC, Texas State Network, McClatchy Group, Don Lee Network, Colonial and Yankee Networks, and WLW, Cincinnati.

KNX, Hollywood, recently claimed a scoop of nearly five hours over other Los Angeles county stations as well as local newspapers. When the United Press flash, "Russians Bomb Helsingfors Airfield", came over the KNX teletype at 1:02 a. m., Nov. 30, two minutes after the station had signed off, Pete Pringle, news bureau chief, got into action. With assistance of Tom Hanlon, CBS Hollywood night supervisor, he phoned the transmitter 20 miles away. They had the station back on the air in two minutes. Using the four-word bulletin as a lead, Pringle ad libbed a five-minute commentary, giving background of the Russ-Finn dispute.

WHEN CKLW, Windsor, Ont., recently had its annual Sunday night party in aid of the Canadian Red Cross, 3,000 had to be turned away from the Capitol Theatre where the show was staged. The theatre, which seats 2,000, was jammed with 2,900, who started to fill it early in the afternoon, although the show did not start until 8:30 p. m.

PYRAMID (Ky.)
ISN'T ONE
OF THE
SEVEN
WONDERS!

There's really nothing very wonderful about Pyramid, (Ky.). It's just another Kentucky hamlet which WAVE is not greatly interested in reaching. On the other hand, WAVE does *cover* the *Louisville Trading Area*—the largest concentration of buying power in the State! WAVE is the big favorite in this area because it is the *only* N.B.C. outlet within 100 miles of Louisville. Add this to our up-to-date Newsroom and choice local programs, and you will see why we command the attention of Kentucky's 1,070,918 *best consumers.* Write for our data book and get all the facts!

LOUISVILLE'S
WAVE
INCORPORATED
1000 WATTS ♦ ♦ ♦ 940 K·C· ♦ ♦ ♦ N·B·C·
NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

Pete Flops

WHEN Youngstown College recently acquired a penguin, yclept "Pete", for a football mascot, WFMJ in Youngstown, O., planned a special radio interview with the bird to introduce him to the community. Bought for $150, largely furnished by the Mahoning Natural Resources Council, and insured for his full purchase price, Pete promised to be an interesting subject for a radio interview. Brought to the studio, however, he turned out to be silent as a clam. He cavorted gaily all over the floor, making hairpin turns around piano legs and other vertical impedimenta, but not once during the program would he give voice to a quack or whatever sound a penguin makes, if any.

RISE of 49.43% in national accounts on WMCA, New York, this year over 1938 was indicated in a report of new business recently released by Donald Shaw, WMCA executive vice-president in charge of operations. The overall rise in dollar volume of WMCA business is 22.96%, the report stated. New 1939 advertisers include: Axton-Fisher Tobacco Co., Warren Norge Co., Farnsworth Radio Co., Bushwick-McPhilbin Corp. (Sparton radios), Ex-Lax Mfg. Co., California Syrup of Figs, Louis Philippe, Immac, Philips Milk of Magnesia, Bi-So-Dol, Anacin Co., Watkins Mulsified Oil, and Dr. Lyons toothpowder.

MORE than 100 high school coaches, principals and football fans attended the recent dinner at the Terre Haute House honoring the All-Wabash Valley high school football team elected by high school coaches in conjunction with Luke Walton, sports commentator of WBOW, Terre Haute. Speakers of the evening, introduced by W. W. Behrman, WBOW general manager, included John Hefty, president of the Terre Haute Chamber of Commerce; Lou Brock, Purdue football player; Maynard Wheeler, president of the Wabash Valley Purdue Club, and Tennyson Edwards, president of the Indiana University Club. Walton presented the players selected on the All-Wabash Valley team.

KVAK, Atchison, Kan., on Dec. 3 started a series of weekly remote broadcasts from the local St. Benedict's Abbey presenting the Abbey's a capella choir in sacred music in conjunction with the observance of Solemn Mass.

WLS, Chicago, was host to 80 advertising men and agency account executives at a luncheon Dec. 5 in Chicago's Union League Club. Natural color motion pictures of the Illinois and Indiana State cornhusking contests were shown.

THE NORTHWEST'S LEADING RADIO STATION
KSTP
MINNEAPOLIS & ST. PAUL, MINN.
Soon
50,000 WATTS
N B C BASIC RED NETWORK

WHEN Johnny Morris Jr., diminutive callboy of Phillip Morris Cigarette fame, paused briefly in Lawrence, Kan., recently, he was the guest of the local WREN on a special five-minute program. Kansas radio fans flocked to the studio to hear the famous "Call for Philip Morris" as given by the expert Johnny, who also autographed hundreds of packages of cigarettes and posed for photographers. Smiling in real life as he does on the poster at his side, Johnny stands at left beside the WREN microphone while Verl Bratton, WREN manager, and John Bondeson (right), promotion director, stare.

WSYR, Syracuse, recently carried a unique "battlefield" broadcast, sending ts mobile unit into the midst of special training maneuvers of the 108th Infantry, New York National Guard. For the broadcast commanding officers staged a combat revolving about the mobile unit so the WSYR special events staff, including E. R. Vadeboncoeur and Bill Rothrum, could describe the offensive and defensive maneuvers.

EIGHTH annual International Children's Christmas broadcast, in which the sons and daughters of foreign diplomats in Washington send Christmas greetings to their respective lands in their native tongues, will be heard on NBC, Dec. 20 from 5 to 5:45 p.m. The program also will be shortwaved throughout the world. It is expected more than 30 countries will be represented in the broadcast, which is to originate from the Washington Hotel, and will feature the U. S. Marine Band, directed by Capt. Taylor Branson.

WOL, Washington, cooperating with the local Loew's Theatres and the D. C. Playgrounds, is organizing a Christmas Cheer Club to facilitate the collection of toys and clothing for distribution to the city's needy children. Boxes have been placed in the lobbies of three Loew theatres in downtown Washington, where contributions may be deposited, and WOL is pushing the idea with spot announcements on the programs of Art Brown, Tony Wakeman and Walter Compton.

KFEL, Denver, will hold its 16th annual *Good Fellow Club Christmas Auction*, at which merchandise donated by local merchants is auctioned to the highest bidders and proceeds used to buy Christmas baskets for needy families, in mid-December, with three auctions scheduled for Dec. 14, 16 and 19. Under supervision of General Manager Gene O'Fallon, of KFEL, Harry Rosenthal and Ed Freeman, veteran auctioneers, will conduct the auction broadcast.

WGAR, Cleveland, in cooperation with the Cleveland Public Library, is sponsoring a campaign to secure books for shut-ins. Manager John Patt, who originated the idea, has enlisted the support of local women's clubs and welfare agencies. In addition to announcements and other special broadcasts, the drive will be climaxed by a two-hour show featuring local celebrities. Each book distributed will contain a special printed bookplate crediting WGAR and Sidney Andorn, special events director and supervisor of the campaign.

EDGAR FELIX, director of *Radio Coverage Reports*, 7 W. 44th St., New York, has reported that his organization recently has received many inquiries from agency time-buyers on the effect of recently granted changes in facilities for regional and local stations all over the country. The areas in which field crews measure for *Radio Coverage Reports* are governed principally by the dates of the important changes in facilities and modified by seasonal conditions. Orders from stations for *Radio Coverage Letters*, describing their service areas and competitive conditions, continue their upswing. Mr. Felix said, the number prepared in the second quarter of 1939 equalling the total for 1938. Close to 100 stations now are served by these uniform standardized statements of coverage, prepared by *Radio Coverage Reports*, he estimated.

KVOO, Tulsa, Okla., is enlarging its music library and re-cataloging its music, under supervision of Bert Baker, music librarian.

WRITTEN by and devoted to KFDA, Amarillo, the *Amarillo Times* has added a daily "Radio Roundup" column which includes daily program highlights, personal notes and items of general interest to radio listeners.

BUSINESS prospects in Canada radio look better than ever, despite Canada's active participation in the European war, Fin Hollinger, commercial director of CJLS, Yarmouth, N. S., reported upon his return from a business tour to Toronto and Montreal for the station.

ANNUAL campaign for funds to buy shoes for Washington's underprivileged youngsters, sponsored jointly by WJSV and the *Washington Daily News*, started early in December. Listeners and readers are urged to send in a dollar to be used in buying shoes—through large lot purchasing arrangements with local department stores, each dollar pays for one pair. On Dec. 2 WJSV carried an all-night request program, conducted by Arch McDonald, during which listeners requesting numbers pledged themselves to forward a dollar forthwith.

FIRST attempt to furnish state-wide coverage of a sporting event in Georgia succeeded late in November when the four-station Georgia Broadcasting System carried the Georgia-Auburn football game under sponsorship of Nehi Corp. (Royal Crown and Nehi beverages). Stations in the network include WATL, Atlanta; WGPC, Albany; WGAU, Athens, and WRBL, Columbus, which originated the grid broadcast. Pleased with the results, the sponsor is reported to be planning several similar state-wide broadcasts of games next season.

DAVID LOWE, conductor of the daily motion picture review program *The Sound Track* on WNEW, New York, on Dec. 4 started a regular five-minute review program of all New York theatrical premieres with a description of Maurice Evans' "*Hamlet*".

KOMA, Oklahoma City, late in November originated a two-part 66-minute broadcast of the celebration in Bartlesville, Okla., of the 66th birthday of Frank Phillips, Oklahoma oil tycoon and business leader, which was carried over a 44-station hookup created especially for the occasion. A KOMA special events crew including Manager Neal Barrett, Announcer Bob Duren and Engineer Orville Mills, along with Jack MacElroy, of KTUL, Tulsa, handled two separate pickups from Bartlesville, one heard from 2:30-3 p.m. and the other from 3:30-4:06 p.m. The 44 stations in the special hookup included KOMA and KTUL; KGNC, Amarillo; KWFT, Wichita Falls, Tex.; KOAM, Pittsburg, Kan.; KGBX, Springfield, Mo., and stations of the Texas State Network and Oklahoma Network.

KDYL, Salt Lake City, is including among its Christmas features promotion for the Junior Chamber of Commerce's home-lighting contest, for which the KDYL mobile unit visits homes entered in the contest for descriptions of the decorations and lighting effects. Climaxing the contest, KDYL will present winners in each division on a special program from the KDYL Radio Playhouse. Arrangements are supervised by Ames K. Bagley, Junior Chamber secretary, and Dave Simmons, KDYL special events chief.

TO SECURE monthly reports on its programs and service in the Tidewater area, WTAR, Norfolk, Va., is completing arrangements with 35 local business and professional men to form an advisory program board.

KVOO, Tulsa, Okla., has started its annual *Poor Children's Christmas* campaign, during which spot announcements and special programs are used to secure used or broken toys that can be repaired and distributed to needy youngsters of the community.

K. K. HACKATHORN, sales manager of WCLE, Cleveland, has announced a 15% increase in the station's rates, effective as of Dec. 1.

KTSA, San Antonio, is conducting a drive for used books to be distributed to shut-ins during the Christmas season. The campaign is conducted by Charles C. Shaw, KTSA news editor, in connection with his thrice-weekly *An Editor Views the News*. More than 400 books were contributed in the first four days of the program.

WITH conclusion of the first year of *Dawn Patrol*, all-night program heard on WIP, Philadelphia, the station has revealed some statistics on its first 12 months of operation: 26,520 telegrams and 31,428 pieces of mail; 27,768 musical selections played, and Fred Wood, conductor of the program, receives more telegrams than any other individual in Philadelphia.

WOR, Newark, will give its annual party for children of its employes on Dec. 16 with Bob Emery as m.c. of the quarter-hour program broadcast from the party and music by Louise Wilcher.

WBAL
means business
in Baltimore

"ONLY KSFO WAS THERE"... one of a series

WHAT-
Luncheon at 9:30PM?
For CHRISTMAS TREE'S SAKE!

- Fame is often a burden.
- San Francisco, famed for her yearly outdoor Christmas trees, each year is burdened with the job of bettering the previous year's display. Public support and enthusiasm are urgent.
- San Francisco's Outdoor Christmas Tree Association sought out civic-minded KSFO. A big pep-luncheon with radio and screen stars, MC'd by Leo Carrillo, was planned. Would KSFO broadcast it?
- Right there, KSFO showmanship went to work. The luncheon was broadcast ... but not at noon when the men-folks who trim outdoor trees were at work. The program was recorded and then, with plenty of ballyhoo, broadcast in a 9:30 p.m. spot.
- The Association says that it was a swell idea ... and that San Francisco's outdoor trees will be more gorgeous than ever this year.
- But the point, after all, is that it's this sort of civic spirit, plus Columbia's great features and local showmanship, that keeps KSFO at the peak of popularity in Northern California.

KSFO
560 KC

PALACE HOTEL
SAN FRANCISCO

COLUMBIA BROADCASTING SYSTEM

REPRESENTED NATIONALLY BY FREE & PETERS, INC.

THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WNAX, Yankton; KRNT, KSO, Des Moines; WMT, Waterloo

Crown Cork & Seal Co., Baltimore, *sa* series, thru Benjamin Eshleman Co., Philadelphia (WMT, KSO).

Pennsylvania Salt Mfg. Co., Philadelphia, *sa* series, thru Sherman K. Ellis & Co., N. Y. (KRNT, WMT, WNAX).

American Cranberry Exchange, New York (Eatmor), *sa* series, thru BBDO, New York (KSO, WMT).

Thomas J. Lipton, Hoboken (tea), 10 *sa* weekly, thru Young & Rubicam, N. Y. (WMT, KRNT, WNAX).

G. E. Conkey Co., Cleveland (feed), daily *sa*, thru Rogers & Smith, Chicago (KRNT).

Reid, Murdoch & Co., Chicago (Monarch food), 12 *sa* weekly, thru Rogers & Smith, Chicago (KRNT, WMT).

Griffin Mfg. Co., Brooklyn, daily *sa* thru Bermingham, Castleman & Pierce, N. Y. (WMT, WNAX).

Morton Salt Co., Chicago, *sp* series, thru Klau-Van Pietersom-Dunlap Assoc., Milwaukee (KRNT, WMT, WNAX).

Katz Drug Co., Kansas City, 5 *sp* weekly, direct (KSO).

WOR, Newark

Knapp-Monarch Co., St. Louis (household appliances), 3 *sp* weekly, thru Cramer-Krasselt Co., Milwaukee.

Richfield Oil Corp., New York, weekly *sp*, thru Sherman K. Ellis & Co., N. Y.

Modern Industrial Bank, New York, weekly *sp*, thru Metropolitan Adv. Co., N. Y.

New Jersey Bell Telephone Co., Newark, *sp* Dec. 22, direct.

Olson Rug Co., Chicago, 3 *sp* weekly, thru Presba, Fellers & Presba, Chicago.

WHO, Des Moines

Hoxie Fruit Co., Des Moines, 6 *sp* weekly, thru R. J. Potts & Co., Kansas City.

Folger Coffee Co., Kansas City, 260 *t*, thru Lord & Thomas, N. Y.

Peter Paul Inc., Naugatuck, Conn. (10-Crown gum), 12 *sa* and *ta* weekly, thru Platt-Forbes, N. Y.

McConnon & Co., Winona, Minn. (home products), 2 *sp* weekly, thru McCord Co., Minneapolis.

Woodman Accident Insurance Co., Lincoln, 3 *t* weekly, thru Presba, Fellers & Presba, Chicago.

KGO, San Francisco

Ry-Lock Co. San Francisco (Venetian blinds) weekly *sa*, thru Gerth-Knollin Adv. Agency, San Francisco.

Pinex Co., Fort Wayne, Ind. (Pinex cough remedies), 12 *sa* weekly, thru Russell M. Seeds Co., Chicago.

Larus & Bro. Co., Richmond, Va. (Domino Cigarettes) weekly *t*, thru Warwick & Legler Inc., New York.

WARD, Brooklyn, N. Y.

K. Arakelian, New York (Mission Bell wines), weekly *sp*, direct.

Agash Refining Corp., Brooklyn (Italian Cook Salad Oil), weekly *sp*, thru Crown Advertising Agency, Brooklyn.

Aaron Stein Furniture Co., New York, 2 *sp* weekly, 13 weeks, direct.

WNEW, New York

"George White's Scandals", New York (Broadway show), 12 *sa* weekly, thru Blaine-Thompson Co., N. Y.

Jersey Bread Co., Paterson, N. J., (Hollywood bread), 5 *sp* weekly, 13 weeks, thru Richard A. Foley Adv. Agency, Philadelphia.

Adam Hat Stores, New York, 25 *sa* weekly, 4 weeks, thru Glicksman Adv. Co., N. Y.

Sachs Furniture Co., Newark, weekly *sp*, 26 weeks, thru Albert H. Hebert, Newark.

Sabert Music Studios, New York (home study music courses), 5 *sp* weekly, 52 weeks, thru Frank Kiernan Agency, N. Y.

CFCF, Montreal

Fruitatives Ltd., Toronto, (Fruitatives), 5 *ta* weekly, thru Lord & Thomas, Toronto.

S. H. Ewing Ltd., Montreal (seeds), 5 *sa*, weekly, thru United Radio, Montreal.

Reliable Toy Co. Toronto (dolls), *sp* weekly, thru Ronalds Adv. Agency, Toronto.

Salada Tea Co., of Canada, Montreal (tea), *sp* weekly, thru Thornton Purkis, Toronto.

White Laboratories, New York, (proprietary), 5 *ta* weekly, thru Baker Adv. Ltd., Toronto.

National Drug & Chemical Co., Montreal (proprietary), 3 *t* weekly, thru A. McKim Ltd., Toronto.

KOMA, Oklahoma City

Dr. W. B. Caldwell Inc., Monticello, Ill. (proprietary), 520 *ta*, thru Benton & Bowles, Chicago.

Household Magazine, Topeka, 6 *sp*, thru Presba, Fellers & Presba, Chicago.

Northwestern Yeast Co., Chicago (Maca), 65 *sa*, thru Hays MacFarland Co., Chicago.

WABC, New York

Maryland Pharmaceutical Co., Baltimore (Rem, Rel), 3 *sp* weekly, thru Joseph Katz Co., Baltimore.

Paton Corp., New York (Yuban coffee), 3 *sp* weekly, thru Campbell-Ewald Co. of New York.

WMCA, New York

King David Memorial Park. Putnam Valley, N. Y. (cemetery), 6 *sp* weekly, 13 weeks, thru Austin & Spector, N. Y.

KROW, Oakland, Cal.

Goodrich Silvertown Stores, Oakland (tires), 3 *sa* weekly, direct.

Buffums Cheese Co., Oakland, 3 *sp*, weekly, direct.

WHN, New York

Wax Museum, New York, daily *sa*, 52 weeks, direct.

KNX, Hollywood

Minnesota Consolidated Canneries, Minneapolis (Butter Kernel Corn), 6 *sp* weekly, thru Long Adv. Service, San Francisco.

Pillsbury Flour Mills Co., Minneapolis (flour), 6 *sp* weekly, thru Hutchinson Adv. Co., Minneapolis.

Los Angeles Brewing Co., Los Angeles (Luxury beer), 3 *sp* weekly, thru Lockwood-Shackelford Adv. Agency, Los Angeles.

Helms Bakeries, Culver City, Cal. 3 *sp* weekly thru Martin Allen Adv., Los Angeles.

John Morrell & Co., Ottumwa, Ia. (E-Z Cut Ham), 4 *sp* weekly, thru Henri, Hurst & McDonald, Chicago.

Cluett, Peabody & Co., New York (Sanforized), 6 *sp* weekly, thru Young & Rubicam, N. Y.

Swift & Co., Los Angeles (All Sweet Margarine), 7 *sa* weekly, thru Glasser Adv. Agency, Los Angeles.

Parrott & Co., Los Angeles (Speedimix pie crust), 6 *sp* weekly, thru Barton A. Stebbins Adv., Los Angeles.

Coast Federal Savings & Loan Assn., Los Angeles (banking service) 6 *sp* weekly, thru Robert F. Dennis Adv., Los Angeles.

Thrifty Drug Stores, Los Angeles (chain), 6 *sa* weekly, thru Milton Weinberg Co., Los Angeles.

KHJ, Los Angeles

Scheu Products Co., Los Angeles (orchard heaters), 2 *sa* weekly, thru Heintz, Pickering & Co., Los Angeles.

Dr. W. J. Ross & Co., Los Alamitos, Cal. (soap & dog food), 5 *sp* weekly, thru Ray Adv. Agency, Los Angeles.

Sears Roebuck & Co., Los Angeles (dept. store), 16 *ta*, thru Mayers Co., Los Angeles.

Household Magazine, Topeka, Kan. 6 *sp*, thru Presba, Fellers & Presba, Chicago.

Crowell Pub. Co., New York (Woman's Home Companion), weekly *sp*, thru McCann-Erickson, N. Y.

KPO, San Francisco

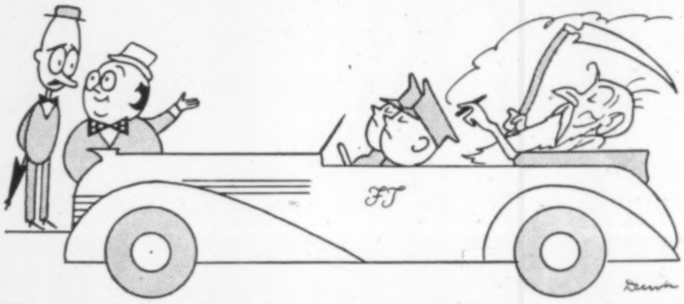
The Purex Corp, South Gate, Calif. (bleacher) 2 *sa* weekly, thru Lord & Thomas, Los Angeles.

Thomas J. Lipton, Hoboken (tea), 10 *sa* weekly, thru Young & Rubicam, N. Y.

Pacquin Inc., New York (hand cream), 140 *sa*, thru Wm. Esty & Co., N. Y.

Wood Briquettes Inc., Oakland (Prest-o-logs) 3 *sa* weekly, thru Emil Reinhardt Agency, Oakland.

Cook Products Corp., San Francisco (salad dressing) 4 *sa*, thru Rufus Rhoades & Co., San Francisco.



"He's retired in Washington since they put the 'Timekeeper' on WRC."

Pd. Adv.

KFI, Los Angeles

Beaumont Laboratories, St. Louis (cold tablets), 80 *sa* and 82 *ta*, thru H. W. Kastor & Sons Adv. Co., Chicago.

L. A. Sausage Co., Los Angeles (meats), 3 *sp* weekly, thru Darwin H. Clark Adv., Los Angeles.

Thrifty Drug Stores, Los Angeles (chain), 50 *sa*, thru Milton Weinberg Adv. Co., Los Angeles.

Golden Peacock Inc., Paris, Tenn., (cosmetics), 65 *ta*, thru H. W. Kastor & Sons Adv. Co., Chicago.

Thomas Leeming & Co., New York (cosmetics & Baume Benge), 140 *sa*, thru Wm. Esty & Co., N. Y.

National Funding Corp., Los Angeles (finance), 5 *sp* weekly, thru Smith & Bull, Los Angeles.

Procter & Gamble Co., Cincinnati (Dash), 5 *t* weekly, thru Pedler & Ryan Inc., N. Y.

Railway Express Agency, New York (shipping), 16 *sa*, thru Caples Co., N. Y.

Ford Dealer Adv. Fund, Los Angeles (autos), 100 *ta*, thru McCann-Erickson, Los Angeles.

WKRC, Cincinnati

Wander Co., Chicago (Ovaltine), 2 *sa* weekly, thru Blackett-Sample-Hummert, Chicago.

Consolidated Drug Trade Products, Chicago, 6 *t* weekly, thru Benson & Dall, Chicago.

Northwestern Yeast Co., Chicago (Maca), 5 *sp* weekly, thru Hays MacFarland Co., Chicago.

Reid, Murdoch Co., Chicago (monarch food), 6 *sa* weekly, thru Rogers & Smith, Chicago.

Standard Oil Co. of Ohio, Cleveland (Sohio), 24 *sp* weekly, thru McCann-Erickson, Cleveland.

Burger Brewing Co., Cincinnati, 6 *t* weekly, thru Midland Agency, Cincinnati.

Red Top Brewing Co., Cincinnati, weekly *sp*, thru Jesse M. Joseph, Cincinnati.

Hecker Products Corp., New York (Presto cake flour), 5 *sa* weekly, thru Erwin Wasey & Co., N. Y.

WTMJ, Milwaukee

Bulova Watch Company, New York, 366 *sa*, thru Biow Company, N. Y.

Carter Products, New York (Arrid), 78 *ta*, thru Small & Seiffer, N. Y.

Thomas, J. Lipton, Hoboken (tea) 30 *sa*, thru Young & Rubicam, N. Y.

Luden's, Reading, Pa., 60 *sa*, thru J. M. Mathes, N. Y.

Railway Express Agency, New York, 16 *sa*, thru Caples Co., N. Y.

Northwestern Mutual Life Insurance Co., Milwaukee, 6 *sp*, thru Matteson, Fogarty, Jordan, Madison, Wis.

Keen-Rick Mfg. Co., Chicago, 26 *sa*, direct.

KSFO, San Francisco

Standard Beverages, Oakland (Par-T-Pak) 3 *sa* weekly, thru Emil Reinhardt Agency, Oakland.

Wood Briquettes, Oakland, Calif. (Prest-o-logs) 5 *sa* weekly, thru Emil Reinhardt Agency, Oakland.

National Funding Corp., Los Angeles (loans) 5 *sp* weekly thru Smith & Bull, Los Angeles.

Purex Corp. South Gate, Calif. (Purex), 12 *sa*, *sp*, weekly thru Lord & Thomas, Los Angeles.

KECA, Los Angeles

Larus & Bro., Richmond, Va. (Domino cigarettes & Edgewood tobacco), weekly *t*, thru Warwick & Legler, N. Y.

Knudsen Creamery Co., Los Angeles (dairy products), 2 *sp* weekly, thru Heintz, Pickering & Co., Los Angeles.

Union Pacific Stages of Cal., Los Angeles (transportation), 5 *sp* weekly, thru Beaumont & Hohman, Los Angeles.

Thrifty Drug Stores, Los Angeles (chain), 52 *sa* and *ta*, thru Milton Weinberg Adv. Co., Los Angeles.

WABC, today, is New York's most familiar commodity: ***more thoroughly distributed among New York homes than any other product you can name!***

We've prepared a special study of New York radio stations and audiences. Write to the Columbia Broadcasting System, 485 Madison Ave., N. Y.

WABC 50,000 WATTS · 860 KILOCYCLES

Owned and operated by the Columbia Broadcasting System. WABC is the key station of the world's largest radio network

Radio Advertisers

GRAHAM GLADWIN Radio Productions recently was organized in Fresno, Cal., to provide individual account servicing for clients for the San Joaquin Valley in both spot transcriptions and live productions. Since its inception the company has brought 12 new accounts to stations in California—KMJ, KARM. KYOS and KTKC—largely spot business. They include: Walter Byde Hardware, Victor Equipment Co., Stone's Suit House, Tyners Health Systems, Kerr Rug Co., Kohler-Liberty Laundry, Hockett-Cowan Music Co., Beckman Furs, States Grill, P. B. Martin Shoe Co. and Louis Shoetorium.

EMIL BRISACHER & Staff, San Francisco, handling *I Want a Divorce* on 71 NBC-Red stations, has announced there additions to the cooperative sponsors: Haserot Co., Cleveland; Schnull & Co., Indianapolis; California Conserving Company, Honolulu. In addition General Grocer Corp., St. Louis, has added Little Rock and Memphis stations, and Lee & Cady, Detroit, has added WKZO, Kalamazoo.

WADHAMS OIL Co., Milwaukee, is sponsoring broadcasts of all Wisconsin U basketball games on WTMJ, Milwaukee. Russ Winnie, WTMJ sportscaster, will handle the broadcasts, which started Dec. 9 and will include a doubleheader New Year's Eve from Milwaukee Auditorium with Wisconsin playing Nebraska and Marquette opposing Iowa. Scott-Telander Adv. Agency, Milwaukee, handles the account.

MADISON TOBACCO Co., Louisville (Grad cigarettes), on Dec. 2 sponsored the broadcast of the annual Washington U-St. Louis U football game on KMOX, St. Louis. The game, which climaxed the St. Louis football season, was handled by France Laux and Cy Casper.

LOS ANGELES BREWING Co., Los Angeles (Eastside beer), a consistent user of radio, is sponsoring the thrice-weekly quarter-hour sports program, *The Inside Track*, on KFWB, Hollywood. Program features Sid Ziff, former *Los Angeles Herald-Express* sports editor, as commentator. Contract is for 13 weeks, having started Dec. 9. Firm, for its Luxury beer, is also sponsoring a thrice-weekly five-minute program, ***Sports Round-Up***, with Tom Hanlon, on KNX, Hollywood. Lockwood - Shackelford Adv. Agency, Los Angeles, has the account.

Weber Record

WEBER Jewelry Co., St. Louis, feels it has set a radio advertising record — it has used every St. Louis station at one time or another, and since July, 1927, it has never been off the air. The firm claims that, as far as it can learn, it is the only retail store in the United States using radio continuously, every weekday and Sunday, through that many years. The Weber account is handled by Mrs. Mary Corbett, pioneer in radio, with the Ridgway Adv. Co., St. Louis.

TEXTILE PRODUCTS Co., Dallas, is sponsoring the participating *Barbara Brent* program three days a week on WFAA, Dallas. Rogers & Smith Adv. Agency, Dallas, handles the account.

H. F. RITCHIE Co. Products has purchased a total of 100 hours time on CHAB, Moose Jaw, Sask., through United Radio Advertising, Toronto.

DONALD D. DAVIS, president of General Mills, Minneapolis, on Nov. 30 announced the election of E. L. Schujahn, manager of grocery products operations at Buffalo, as vice-president of the Eastern division of General Mills and Washburn Crosby Co. He also announced election of E. H. Martin, manager of grocery products operations at Chicago, as a vice-president of the Central division, and Fenby Bausman, manager of the New York export office, as a vice-president of the Eastern division.

PHILLIP GILLIG, former executive vice-president in charge of the radio and major appliance department of Ludwig Baumann stores, New York, has joined Emerson Radio & Phonograph Corp., New York, as sales promotion manager.

W. T. GRANT Department Store, Fort Worth, is sponsoring 52 daytime half-hour shows direct from the store on KGKO, Fort Worth. The program, ***Grant's Household Quiz***, features Scooter Tonahill as m.c. interviewing customers and store employes. Bruce Howard handles the remote control equipment from the store.

LINTON'S RESTAURANTS, Philadelphia, operating a chain of 25 restaurants in the city, is sponsoring the thrice-weekly quarter-hour dramatic program, ***True Detective Mysteries***, Mon., Wed., Fri., 8:30-8:45 p.m., on WIP, Philadelphia. Scrpts are furnished by ***True Detective Mysteries*** magazine, and the live talent shows are produced and directed by G. Edward Wallis, WIP dramatic director, in WIP studios. Series was placed by Jerome B. Gray & Co., Philadelphia.

JORDAN MARSH Co., Boston department store, on Dec. 4 started ***Jordan Marsh Hour***, 8-9 a.m. weekday mornings, on WBZ-WBZA, Boston-Springfield. The program, which features music, news and shopping information, is written and directed by John C. Dowd Inc., Boston advertising agency.

MORRIS PLAN BANK of New York, on Dec. 12 started a twice-weekly program of news observations on current events by John B. Kennedy, noted author and commentator, on WOR, Newark, Tuesday and Thursday, 7:15-7:30 p. m. Guest-stars are also featured on the programs. Gotham Adv. Co., New York, is the agency.

SUPREME BAKERY Co., Los Angeles (Town Talk Bread), frequent user of Southern California radio, through W. E. Long Co., Chicago, on Dec. 11 started for 52 weeks, a five-weekly quarter-hour program. ***Town Talk Teletunes***, on KNX, Hollywood. Program features Jack Owens, baritone, in telephone request selections from listeners. He also announces the program as well as accompanies himself at the piano. Firm is also using 35 spot announcements weekly on that station and in addition on Dec. 11 started sponsoring a five-weekly quarter-hour program featuring Jay Burnett as ***The Song Fellow*** on KFI, Los Angeles. Contract is also for 52 weeks.

JOHN MORRELL & Co., Ottumwa (E-Z Cut Ham), consistent user of radio time, through Henri, Hurst & McDonald, Chicago, is sponsoring twice-weekly participation in ***Norma Young's Happy Homes*** program on KHJ, Los Angeles. Contract is for 13 weeks, having started Dec. 7. Firm is also sponsoring the thrice-weekly quarter-hour program, ***Mr. Hamp Goes to Town***, on KNX, Hollywood, having renewed for 13 weeks, effective Dec. 6.

VAN DE KAMP'S Holland-Dutch Bakers, Los Angeles (chain), through California Adv. Agency, that city, is sponsoring a thrice-weekly quarter-hour program, ***Parents Forum***, on KFAC. Contract is 13 weeks, having started Nov. 21. Program is tied-in with ***Parents Magazine***, New York, which answers all questions on child training. Kay Kirkwood is commentator. John Kennedy handles the commercials.

DEALER'S CHOICE

Nathan Lebedeker

*SEVENTH OF A SERIES

Mr. Nathan Lebedeker, Manager of "Stephen's", one of Rochester's larger women's apparel houses, prescribes a good Sunday program over WHEC as a sure cure for a Rochester "Blue Monday".

Mr. Lebedeker speaks from experience. Stephen's have carried a half-hour program over WHEC, Sundays at noon, *CONTINUOUSLY* for the past four and one-half years,—used WHEC *EXCLUSIVELY* to build Monday business. And big Mondays have helped in a big way to make Stephen's the big and progressive store that it is today.

Rochester merchants know Rochester's listening preferences first hand;—back their opinion of WHEC with their own hard dollars!

■

BASIC CBS

■

Representatives:

PAUL H. RAYMER CO.

New York Chicago Detroit

San Francisco

WHEC ROCHESTER

Christmas Gift Order Form

Please send BROADCASTING for One Year as my Christmas Gift to:

Name ....

Address ....

City.................... State....................

Name ....

Address ....

City.................... State....................

Send bill to..............................

....

....

Name ....

Address ....

City.................... State....................

Name ....

Address ....

City.................... State....................

Name ....

Address ....

City.................... State....................

BROADCASTING
Broadcast Advertising

1940 YEARBOOK Number Included

FIRST CLASS
Permit No. 1208-R
(Sec. 510 P. L. & R.)
Washington, D. C.

BUSINESS REPLY CARD

No Postage Stamp Necessary If Mailed in The United States

4c POSTAGE WILL BE PAID BY—

BROADCASTING MAGAZINE,
NATIONAL PRESS BLDG.,
WASHINGTON, D. C.

BIG birthday cake, commemorating the 1,000th broadcast of Clellan Card's *Almanac of the Air* for Northrup King & Co. on WCCO, Minneapolis, was presented Dec. 1 by WCCO General Manager Earl H. Gammons (left) to Vice-president Linden King (right), of Northrup King. In the center giving wrapt attention to the candlelighting ceremony is Card, who has conducted the regular early morning quarter-hour of general horseplay for the last three years. The anniversary was observed with a special program in the WCCO studio auditorium, at which 450 Northrup King executives and employes were guests.

CROSLEY DISTRIBUTING Corp., New York, from Dec. 11 until Christmas will sponsor three quarter-hours weekly of Martin Block's *Make Believe Ballroom* program on WNEW, New York, to promote Christmas sales of Crosley radios. Last use of radio by the company was a campaign this fall on WJZ, New York, of programs giving football scores and news following leading games. J. M. Mathes, New York, is the agency.

MODERN INDUSTRIAL BANK, New York, on Dec. 11 started Johannes Steel's news commentary program on WMCA, New York, Mondays through Fridays, 7:45-8 p.m. Metropolitan Adv. Agency, New York, is agency.

FLORIDA CITRUS EXCHANGE, Tampa, which recently started four-weekly participations on the *Pure Food Hour* on WOR, Newark, for Florigold oranges, is using one-minute spot announcements six times weekly on KYW, Philadelphia, and WSYR, Syracuse. Erwin, Wasey & Co., New York, handles the account.

KYW, Philadelphia, has signed *Singin' Sam*, formerly heard on the networks, for a new five nights weekly series sponsored by the local Coca Cola Bottling Co., placed through Feigenbaum Adv. Agency, Philadelphia. He started Dec. 11 and is heard at 6:45 p. m.

KSCJ SIOUX CITY IOWA
The JOURNAL
5000 WATTS DAY
1000 WATTS NITE
The ONLY Radio Transmitter of this or greater power within 75 miles of Sioux City

A SELLING CREED

Laird Cites Fundamentals of Merchandising

MERCHANDISING creed stressing the importance of sound facts and correct interpretations of fact was outlined Dec. 6 by J. Kenneth Laird, account executive of Young & Rubicam, at a meeting of the Cincinnati Advertisers' Club. Among "Opportunity Patterns" to help plan a fact-finding expedition and interpret the facts after they are found, he listed:

1. Find the elements of success in your field; combine them in a new way.
2. Don't fight a strong trend; climb aboard and ride it.
3. Locate the narrows and build a fort.
4. Find out what's blocking your product; blast it out.
5. Find out why your present users buy your product; use the same story to get new users.

SCHEU PRODUCTS Co., Los Angeles (orchard heaters), seasonal users of radio, in a 12-week campaign which ends Feb. 18, is using two spot announcements weekly on three Southern California stations, KHJ KVOE KDB. Agency is Heintz, Pickering & Co., Los Angeles.

PROCTER & GAMBLE Co., Cincinnati (American Family flakes), on Jan. 1 starts *Painted Dreams*, five weekly 15-minute dramatic show, on WGN, Chicago, for 52 weeks. H. W. Kastor & Sons Adv. Co., Chicago, handles the account.

White King Soap Plans Pacific Coast Expansion

LOS ANGELES SOAP Co., Los Angeles, currently sponsoring Phil Stewart's thrice-weekly quarter-hour philosophical program, *Dealer in Dreams*, on KNX, Hollywood, for Scotch Soap, will extend coverage of the broadcast to include 7 CBS Pacific Coast stations (KNX KSFO KARM KVI KOIN KIRO KFPY), and exploit White King Soap instead of the former product. Contract is for 52 weeks and broadcasts will be increased to five weekly, Monday thru Friday, 5:15-5:30 p. m. (PST).

The firm, currently sponsoring the weekly half-hour *Spelling Bee-Liner* with Tom Breneman on KNX, for its Sierra Pine Toilet Soap, on Jan. 7 will also expand coverage of that program to include the same 7 CBS Pacific Coast stations, Sunday, 2-2:30 p. m. Contract is also for 52 weeks. An extensive merchandising and promotion campaign will be launched in conjunction with both shows. Details are now being worked out by Raymond R. Morgan Co., Hollywood agency servicing the account. Los Angeles Soap Co., for its various products plans to continue the use of spot announcements in western states not covered by these programs.

IRNA PHILLIPS, author of four headline NBC script shows, has completed advance scripts through Jan. 15 and is vacationing on the West Coast. Miss Phillips writes *Guiding Light, Woman in White, Road of Life, Right to Happiness*.

WEED AND COMPANY
NEW YORK
DETROIT
CHICAGO
SAN FRANCISCO
★
RADIO STATION REPRESENTATIVES

NO!

No commitments from national advertisers, please, until after December 25th!

WBIG believes that its duty lies first with its regional and local wholesale and retail outlets at this time, in assisting them in clearing their shelves during the greatest Christmas trade in the history of this region, the richest and most populous area in the South.

So, in order that we may give good radio service, in addition to the necessary aid to commerce, WBIG will accept no new commitments except from local and regional advertisers, until after the holidays.

After all, the wholesale and retail outlets deserve all the special service that can be rendered and we are reciprocating the friendly service that they have rendered WBIG so faithfully . . . for many years!

So, just put WBIG on your list for your advertising drive for the coming year . . . and we wish for you and yours

A Merry Christmas
and
Happy New Year!

COLUMBIA CBS AFFILIATE

5000 Watts Day
1000 Watts Night

WBIG
in Greensboro, N.C.

Edney Ridge, *Director*
George P. Hollingbery Co.
National Representatives

CFCF
MONTREAL
first
IN
CANADA'S
RICHEST
MARKET

Entertainment: . . . Programming: . . . news and sporting events—these are some of the reasons why CFCF is the *most listened-to* station in Canada's metropolis. That is why, year after year, National advertisers are quick to renew contracts.

CFCF and Short Wave CFCX
owned and operated by
CANADIAN
MARCONI
COMPANY

Representatives:
CANADA
All Canada Radio Facilities
U. S. A.
Weed & Company

NBC affiliate

CFCF
dominates a
BI-LINGUAL
AUDIENCE
of over
1,000,000

Agency Files Suit

SUIT for $63,778 was filed Nov. 28 in New York Supreme Court by Austin & Spector Co., New York, against Eastern Wine Corp., a former client, which recently appointed H. C. Morris & Co., New York, its new agency. Austin & Spector claims its services were engaged Feb. 1, 1938, to handle advertising for Chateau Martin wines, and that, after placing announcements on three stations, it was discharged Oct. 1, 1939, when it owed the stations for time, together with commissions and other costs, a total of $63,778. The wine company has denied the charges, but asks, if payment is required, that the money be turned over to the stations, not to the agency. The answer also claims that it is customary when an agency is discharged, the 15% commission should be paid to the new agency, which the stations refuse to do.

Australia Restricts Discs

A CABLE Dec. 11 from the Macquarrie Network, Sydney, Australia, to Ralph L. Power, its American representative, states that drastic war monetary control legislation places transcription pressings and stampers from dollar countries on the prohibited list, but importation is permitted of mother matrices in proportion to the transcription purposes for the year ended last June. Thus American producers must supply matrices in lieu of pressings. Australian importers of American transcriptions must apply immediately for licenses in Canberra, Australian capital. These are the only terms under which the Government will permit future trade, the only deviation being permission for free sample discs. The prohibition does not apply to goods already ordered and paid for, providing they arrive in Sydney before Feb. 29.

COVERAGE
KPFA
KGIR
KRBM
MONTANA

Covering the only area in Montana in which there is any concentration of population
Gene Furgason & Co., Representative

This picture reproduced on copper will be sent you on request.

Mail Display

NEW sales technique has been developed by Dan Dwyer, of WSYR, Syracuse, N. Y. Peddling a participating program to a prospective additional sponsor recently, Dwyer carried with him into the prospect's office a basketfull of fan mail for the program. Purely by accident the basket was spilled and letters scattered all over the room. Everybody in the office started retrieving letters and immediately began noticing remote postmarks and other evidence of the feature's wide reception. The accidental spill did such an effective job of emphasizing the fan mail that now, whenever Dwyer brings such items to a prospect's office, he always manages to trip and spill them.

Piano Course Spots

SEE-NOTE PUBLISHING Co., Hollywood (piano self-instruction), new to radio, in a two-week test campaign which ended Dec. 15, used a thrice-weekly quarter-hour program featuring the George Antheil system of piano study, on WHBL, Sheboygan, Wis. Following the Christmas holiday, the firm plans a series of similar programs on a group of 10 or more midwestern stations, placing through L. C. Cole Adv. Agency, Hollywood. List is now being made up.

New Program Service

ERICK DON PAM, vice-president and general manager of Ayers-Prescott, New York, has resigned to become president of his own company, American Radio Newsreel Inc., with offices in the RCA Bldg., New York, and studios in the General Electric Bldg. Mr. Pam will take with him the twice-weekly quarter-hour recorded interviews program *American Radio Newsreel*, formerly produced by Ayers-Prescott [BROADCASTING, Dec. 1]. The company will act also as a managerial agency and will offer script services and packaged network shows. S. Kirby Ayers, vice-president and treasurer, will take over all radio production of Ayers-Prescott, fulfilling Mr. Pam's former duties.

WWNC
ASHEVILLE, N. C.
Full Time CBS Affiliate 1,000 Watts

Tobacco Money!
Holiday Money!

Asheville's big burley Tobacco market opening early in December. Industry in high gear. Pay rolls mounting. Holiday spending unleashed. So "air" your sales message over WWNC —only blanket radio coverage of this busy area. And hurry!

TRANSCRIPTIONS

E. A. BYWORTH, president of Associated Broadcasting Co. Ltd., Toronto and Montreal, has resigned to take over the Toronto Associated Broadcasting Co., complete with staff and offices, which will operate as Commercial Broadcasting Services Ltd. Officials in the new company are Mr. Byworth, president; J. C. Tobin, former transcription director with ABC, vice-president. Commercial Broadcasting Services offers live and transcribed shows, custom recording, audience participating and quiz shows, time placement and other services.

WALTER P. DOWNS, formerly radio executive of MacLaren Adv. Co., Montreal, has formed under his own name a producing firm with Marcel and Roger Baulu in charge of the French department. The new organization also represents Associated Music Publishers of New York and Kasper-Gordon of Boston. Offices are maintained at 2313 St. Catherine St., W., Montreal.

AS OF Nov. 15, 3,101 selections were included in a listing of NBC *Thesaurus* transcriptions. Classified by types of music, this included 891 dance selections, 256 vocal and 93 instrumental solos in the popular music section; 440 instrumental group selections, 112 instrumental and 666 vocal solos in the concert music section; 161 symphonic selections; 381 hillbilly music selections, and 101 scene-setting and sound selections.

STANDARD RADIO announces the following new subscribers to and renewals of its Standard Library Service: WELL, Battle Creek, Mich.; KFVD, Ft. Dodge, Ia.; KORN, Fremont, Neb.; KGER, Long Beach, Cal.; WKY, Oklahoma City; WIRE, Indianapolis; WKRC, Cincinnati; WLAW, Lawrence, Kan.; KWAL, Wallace, Ida.; WLBL, Stevens Point, Wis.; WBRK, Pittsfield, Mass.; KAND, Corsicana, Tex.; WHBQ, Memphis.

NEW subscribers to Charles Michelson's *Speedy-Q* sound effects library are Columbia University, New York, and stations WCKY, Cincinnati; WBEN, Buffalo; WNBC, New Britain, Conn., and WOPI, Bristol, Tenn.

LEWIS Recording Studios Inc. recently was formed, with headquarters at 1040 Geary St., San Francisco, and with Samuel Lewis, who formerly conducted his own advertising agency in that city, as president. Other officers of the company include Maurice Gunsky, vice-president; Sam Moore, vice-president, and Ida S. Baer, secretary.

EARNSHAW RADIO Productions and Earnshaw-Young Inc., Los Angeles transcription and program producers, have moved their offices to 1151 S. Broadway. Firms have appointed the Walter Biddick Co., Los Angeles, as exclusive sales agents.

KPO and KGO, San Francisco, and KLX, Oakland, Cal., have subscribed to the new transcription service of Davis & Schwegler.

CHARLES MICHELSON, New York electrical transcription company, will move to 67 W. 44th St. about Jan. 1.

KMOX, St. Louis, for the fifth consecutive year is carrying on a campaign against the smoke evil in that city. Each Sunday evening Harry W. Flannery, special events commentator, interviews authorities to bring out the best methods of burning coal with an eye on smoke abatement, giving an opportunity to experts to express intelligent and experienced opinion on the problem.

WHEN members of the Chicago Women's Advertising Club recently expressed a desire to learn just how a radio broadcast is developed and sold, NBC turned the *Girl Alone* show into a guinea pig for the club, and presented the complete story of the broadcast from its inception to its present status as a leading daytime commercial broadcast. Left to right are: H. C. Kopf, sales manager of NBC, Chicago; Pat Murphy, *Girl Alone* star; Helen Vance, president, Chicago Women's Advertising Club; Fayette Krum, author of *Girl Alone;* Paul McCluer, asst. sales manager, NBC; Sidney N. Strotz, general manager, central division, NBC; Betty Winkler, *Girl Alone* star; William Weddell, sales counsellor, NBC; Emmons C. Carlson, adv. & sales promotion manager, NBC.

Agencies

H. CHARLES SIECK Inc., Los Angeles advertising agency, has established a new department specializing in food accounts, according to H. Charles Sieck, head of the firm, who simultaneously announced appointment of John Dingee as account executive and director of that division. Agency has also added Howard L. Tullis as account executive.

THURSTON G. McGUFFICK, for several years space buyer and media analyst of McCann-Erickson, San Francisco, has been named sales development manager for Pacific Outdoor Adv. Co., Los Angeles. He will be succeeded at the McCann-Erickson office by John A. Nelson, who will be assisted by Phipps Rasmussen on spot radio, Chester J. Doyle on newspapers, and Al C. Nelson on outdoor and car card advertising.

ROS METZGER, radio director of Ruthrauff & Ryan, Chicago, recently composed and published the song "One Cigarette For Two". The popular tune was introduced by Dorothy Lamour on a recent *Chase & Sanborn Hour* program. Ager, Yellen & Bornstein, New York, is the publisher.

RICHARD COMPTON, president of Compton Adv., New York, is director of the advertising division of the 33d annual Christmas Seal Sale campaign now in progress.

ADDISON SMITH, a member of the Hollywood staff of Benton & Bowles, has been transferred to the radio production department of the agency's New York office.

WILLIAM B. DOVER has severed his association with the Orsatti Agency, Beverly Hills, Cal., talent service, and has gone to New York to establish his own business, handling talent and material adaptable to Hollywood. He will also handle radio for Hollywood talent and writers, as well as represent West Coast agencies who currently have no New York representative.

WESTERN ADV. Co., San Diego, Cal. agency, has established Los Angeles offices at 650 S. Grand Ave., with Harriet W. Kelly in charge as manager. Royal B. Lee, president of the firm, is now in New York establishing an eastern branch office.

L. C. COLE ADV. AGENCY, San Francisco, has established Southern California offices at 1651 Cosmo St., Hollywood, with Irene Wigton in charge as manager.

F. G. MULLINS, former vice-president of the Pacific National Adv. Agency, Seattle, has resigned to become manager of the Seattle office of Ruthrauff & Ryan, replacing Fred Duerr, who has been transferred to the agency's San Francisco office.

SAM WINGFIELD, formerly president of his own publicity agency, Wingfield Associates, New York, has joined the publicity department of J. M. Mathes, New York, to handle all publicity on *Information Please*, NBC program sponsored by Canada Dry Ginger Ale. Mr. Wingfield was previously with Kenyon & Eckhardt, New York, and handled radio publicity for the Canada Dry account when it was handled by N. W. Ayer & Son, New York, and sponsored *Jack Benny* on NBC.

SEASON'S GREETINGS!

To you — who have helped make 1939 our biggest year—the merriest of Merry Christmases and the most prosperous of New Years!

WNEW
NEW YORK

SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY
5000 WATTS BY DAY—1000 WATTS BY NIGHT
1250 KILOCYCLES

Form New Agency

MAUBERT ST. GEORGES, formerly of N. W. Ayer & Son, Geare-Marston, and Erwin Wasey & Co., and Stanley J. Keyes Jr., also of Erwin, Wasey & Co., have formed a new agency, St. Georges & Keyes, at 250 Park Ave., New York. Telephone is Plaza 3-6920. The agency, of which Mr. St. Georges is president and Mr. Keyes vice-president, will specialize in dealer promotion of nationally distributed merchandise as well as general advertising copy.

A. B. MUELLER, formerly advertising manager of The Paraffine Co., San Francisco, and first president of Industrial Marketers of Northern California, has been appointed sales manager of Facts Consolidated, San Francisco research firm.

LOU WERTHEIMER, formerly an executive of 20th-Century Fox Film Corp., has joined the Hollywood talent agency operated by Walter Kane. Under the new setup, the firm will be known as Kane-Wertheimer Agency Corp., with offices continuing at 8485 Sunset Blvd.

SCHWIMMER & SCOTT, Chicago agency, has given employes who have been with the agency a year a Christmas bonus of a month's salary, with a substantial bonus for all employes who recently joined the agency.

EMIL MOGUL, former executive secretary of Austin & Spector, New York, is forming his own advertising agency in New York, to be known as the Emil Mogul Co. No offices have been leased as yet, and details on personnel or accounts will not be released until late in December.

EGMONT SONDERLING, general manager of United Broadcasting Co., Chicago, is the father of a boy born Dec. 1.

New Chicago Agency

FRANK R. STEEL & Associates, new Chicago agency, has opened offices at 360 N. Michigan Ave., and will specialize in radio accounts. Among the new agency's accounts are Princess Pat Ltd., Chicago; Oshkosh Trunks Inc., Oshkosh, Wis.; and these Chicago accounts: Venus Foundation Garments Inc., Lucille Young Co. (cosmetics), S. Dresner & Son Inc. Of the accounts, Princess Pat is the only one now using radio, but the others are considering its use, according to Mr. Steel. For the last six years, Mr. Steel has been vice-president and radio director of McJunkin Adv. Co., Chicago, and has handled a number of important radio accounts. Prior to joining McJunkin, he was vice-president and radio director of Critchfield & Co., Chicago agency, which position he held from 1928-33. Mr. Steel, a native of California, is a graduate of California U and received his M.A. degree from Harvard in 1911.

A ROSTER SURVEY . .

will show you which sustaining programs can be sold locally and which ones should be changed or killed.

A roster survey will help improve your station operation.

THE HOOPER-HOLMES BUREAU, INC
102 MAIDEN LANE, NEW YORK

But We Know

Don't We, Doc!

·WWVA·

OUR "Doc" is just an intelligentsia-ridiculed hill-billy, who can tear the lid off the question box that is on the hunt for the "FAN LOYALTY CLUE". A college psychologist is so much Greek to *our* "Doc", but man alive, what a sock he's got when it comes to box tops!

RATING? Sure, he's got it—"Fan Loyalty" takes care of where he stands, because that's what he's got aplenty!

HOW DOES HE GET IT? Hits 'em where they live! That's the way every Mother's son at WWVA does business.

If you want the clue to "Fan Loyalty", turn your light our way!

5,000 WATTS AT WHEELING, WEST VA.
COLUMBIA Station at Eleven-Sixty
on 2,085,666 Radio Dials
JOHN BLAIR CO — National Representatives

Canadians to Meet

THE SIXTH annual convention of the Canadian Assn. of Broadcasters will be held at the Mount Royal Hotel, Montreal, Jan. 22-24, according to T. Arthur Evans, CAB secretary-treasurer. No agenda has as yet been lined up, but among subjects to be discussed will be the Canadian copyright situation, network problems, and most likely special problems relative to the war. Harry Sedgwick, CFRB, Toronto, president of the CAB, will preside.

RECENT subscribers to United Press News Service are stations KVOO, Tulsa; KTRH, Houston; WMPS, Memphis; KXOX, Sweetwater, Tex.; WTBO, Cumberland, Md.

WBNX
5000 WATTS
DAYS
Coming events cast their shadows..
No change in programming or policy. Better service to Metropolitan New York including its 6,982,635 foreign citizens.
Now operating 1000 WATTS DAY AND NIGHT WBNX NEW YORK
The Station that Speaks Your Language

Reps

LOU STERLING, head of Lou Sterling & Associates, North Hollywood, Cal., advertising agency, who is also associated witn the new XERB, Lower California, Mexico, has gone to Chicago to appoint a United States sales representative for the station.

NED COSTELLO, of the New York office of the Katz Agency Inc., has been transferred to the firm's Chicago office.

WSVA, Harrisonburg, Va., has appointed Joseph Hershey McGillvra as its exclusive national representative, replacing Sears & Ayer.

HAROLD HIGGINS, head of the Chicago office of WOR, Newark, is the father of a baby boy, Harold Frank, born Dec. 2.

GEORGE P. HOLLINGBERY Co., national representative firm, announces the exclusive representation of WIRE, Indianapolis, effective Jan. 1.

WHK-WCLE, Cleveland, and WHKC, Columbus, O., has reappointed Radio Advertising Corp. as national representative for another year, effective Jan. 1.

Harvester's Tour

INTERNATIONAL HARVESTER Co., Chicago, will sponsor more than 40 personal appearances this winter of a group of WOWO, Fort Wayne, Ind., artists featured on the *Hoosier Hop*, originated by WOWO for NBC. The personal appearance schedule includes various cities within a radius of 100 miles of Fort Wayne. The company is circularizing the WOWO area with 50,000 mailings to homes, publicizing each local show.

HOW TO EAT and grow thin!
Portland baker uses KEX to build sales...

MORE THAN EVER Davidson's Spun Bread is a "buy-word" in the Portland retail trading area. Not content with holding its market with a quality loaf, Davidson's advertising counsel is working constantly to achieve increased sales.

Principal factor in the sales campaign is Oregonian radio station KEX. Over the air waves and into thousands of homes goes the *Patty Jean* program on diet and exercise and how to eat and grow thin on three good meals a day. Needless to say, Davidson's Spun Bread figures prominently in all menus.

"We are pleased with the mail we are getting from our Patty Jean program on KEX", says E. F. Davidson, president of the bakery.
"Thousands of women in the Northwest are listening to Patty Jean daily . . . exercising . . . losing excess pounds . . . and eating Davidson's Spun Bread."

MORAL: Build sales and profits in the rich Oregon market with The Oregonian's radio stations KEX and KGW.

KGW
620 KC
5000 WATTS DAYS
1000 WATTS NIGHTS
NBC RED
RADIO STATIONS OF THE
OREGONIAN
PORTLAND • OREGON
KEX
1180 KC
5000 WATTS
CONTINUOUS
NBC BLUE
National Representatives—EDWARD PETRY & CO. INC.
New York Chicago Detroit St. Louis San Francisco Los Angeles

DEER hunters stopped at WHBL, Sheboygan, Wis., the other day to exhibit the spoils. Howard Wilson, head of Howard H. Wilson Co., national representatives, bagged the deer. Left to right are Harlan Oakes, of the Wilson Chicago office; Mr. Wilson, Ed Cuniff, manager of WHBL; Mrs. Wilson and Horace Hagedorn, head of the New York office of Howard H. Wilson Co.

Hearing Set for Dec. 18 On WSAL Revocation

FORMAL hearing on revocation proceedings against WSAL, Salisbury, Md., based on charges of purported lack of financial responsibility and transfer of license without authority, was ordered by the FCC to begin Dec. 18 in Washington. The licensee is Frank M. Stearns. Glenn D. Gillett, consulting engineer, also was named a party, in view of financial interest in the station.

Hearing on the renewal of license of WBAX, Wilkes-Barre, Pa., was ordered for Jan. 16 under a tentative calendar. The station license is held by John H. Stenger Jr. but litigation developed over ownership and operation of the outlet. The hearing was ordered on the matter of control, with Mr. Gillett also a party.

FROM NOW 'TIL CHRISTMAS
ONE ON EVERY LETTER
She's helping others to health! And you can too . . . if you resolve right now to mail no letter—send no package—unless it is decorated with the Christmas symbol that saves lives.

Since 1907, the annual sale of Christmas Seals has helped to support the campaign to eradicate tuberculosis in the United States.

During these years of concentrated effort, the death rate from tuberculosis has been cut three-quarters! Yet, tuberculosis still kills more people between the ages of 15 and 45 *than any other disease!*

No home is safe from tuberculosis until *all* homes are safe.

The National, State and Local Tuberculosis Associations in the United States

1939
BUY CHRISTMAS SEALS

AGENCY Appointments

STEUART & Son, Baltimore (Golden Crown corn syrup) to Courtland D. Ferguson Inc., Baltimore. Using transcribed announcements on WBAL, Baltimore. May extend radio into its Southeastern territory.

AMMON LABORATORIES, St. Paul (mouth wash), to Harold S. Chamberlain & Associates, St. Paul. Using radio and newspapers.

DOG & CAT Food Products, New York (dog and cat food), to H. W. Fairfax Adv. Agency, New York. Using radio and newspapers.

FAIRYFOOT PRODUCTS Co., Chicago (foot remedies), to Simmonds & Simmonds, Chicago.

GROCERY STORE PRODUCTS Co., New York (Foulds & Golden Age products), to Sherman K. Ellis & Co., N. Y.

PRINCESS PAT Ltd., Chicago (cosmetics), to Frank R. Steel & Associates, Chicago.

SAWYER BISCUIT Co., Chicago, to Neisser-Meyerhoff Agency, Chicago.

FLORY MILLING Co., Bangor, Pa., to Wildrick & Miller, New York. Probably will use local spot radio for branch mills in Pennsylvania and New Jersey.

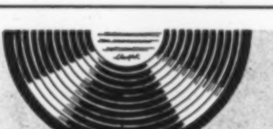
LEISY BREWING Co., Cleveland, to BBDO, Cleveland.

AAAA's New Volume

VOLUME VIII-b of *Market & Newspaper Statistics* has just been released by the American Assn. of Advertising Agencies. It deals with 67 cities with population in excess of 100,000 in the United States and Canada in which newspapers were audited to March 31 and June 30, 1939. Included are latest figures on population, number of families, English reading persons (English speaking persons for Canadian cities), income tax returns, audited newspaper circulations, linage, retail rates, general rates, the differential between retail and general rates, and an analysis of those sections of ABC Audit Reports which deal with circulation inducements. Volume VIII-a, covering 58 cities in which newspapers were audited to Sept. 30 and Dec. 31, 1938, was issued last June.

Title Suit Dropped

SUIT of Beth Brown, author, seeking an injunction to restrain the broadcasts of the Bristol-Myers Co. *For Men Only* program for Vitalis was discontinued in New York Supreme Court Dec. 4. Miss Brown filed suit against NBC, Pedlar & Ryan, Bristol-Myers Co. and the Crosley Corp., claiming she had created the title for a novel and had exclusive rights to it.



Specializing in RECORDED Spot Announcements for LOCAL Advertisers
We Supply SCRIPT • CAST SOUND EFFECTS
Walter Patrick Kelly
RKO Bldg • Radio City • New York

Bacon Named by BBC; Avery to Join Chicago Free & Peters Office

WITH resignation of Lew Avery as director of sales of WGR and WKBW, Buffalo, to join the Chicago office of Free & Peters, national station representatives, announcement was made by I. R. Lounsberry, executive vice-president of Buffalo Broadcasting Corp.

Mr. Bacon

Mr. Avery

of the appointment of John A. Bacon to the sales post. Both appointments are effective Jan. 1.

Mr. Avery for the last six years has headed the sales department of the Buffalo stations and is well known in industry and agency circles. He was chairman of the NAB Sales Managers' Division last year and was an important factor in the founding of the group. Free & Peters includes the BBC outlets among the stations it represents.

Mr. Bacon until recently was national advertising manager of the *Buffalo Times*, Scripps-Howard paper which post he held for seven years. During the preceding three years he was national advertising representative in New York for the Scripps-Howard Newspapers. He has been active in both Chamber of Commerce and Greater Buffalo Advertising Club activities and is well known in both national and local advertising circles.

Mr. Avery began in radio in 1917 when he became a station designer, announcer, engineer, manager and owner. In April of that year—three years before the advent of broadcasting as such—he went on the air with a half-kilowatt open-core transmitter with Leyden Jar condensers and a rotary spark gap. The station was closed under Federal Government orders. In 1926 he became an announcer and production man for WGY, Schenectady, and in 1928 joined the Mohawk-Hudson Power Corp. as assistant advertising director. Early in 1930 he joined BBDO, New York, and was assigned to radio on all local accounts between Albany and Detroit. He joined WGR-WKBW in 1932 as manager of planning and service and became director of sales in January, 1933.

Utilities Use Air

THE utility gas companies of metropolitan New York on Dec. 4 started a 13-week series of quarter-hour musical programs, *Home Harmonies*, on WMCA, New York. The program, featuring Ted Steele on the Novachord, is heard Sundays, 5:45-6 p.m., and Monday through Friday, 6:30-6:45 p.m. Sponsored by The Group of Eight Gas Utilities Companies, the account was placed through BBDO. Companies listed in the sponsoring association are Brooklyn Borough Gas Co., Brooklyn Union Gas Co., Consolidated Edison Co., Kings County Lighting Co., Long Island Lighting Co., New York & Richmond Gas Co., Public Service Co. of New Jersey, and Westchester Lighting Co.

FCC Show Cause Order Is Challenged By WINN Pending Ruling on WGRC

AUTHORITY of the FCC to issue an "order to show cause" why its construction permit should not be recalled, was questioned by the Kentucky Broadcasting Co. of Louisville in its response filed Dec. 5 with the Commission. On Nov. 20 the FCC had cited the corporation, which tentatively has been assigned the call letters WINN, on the ground that it is not financially qualified to operate the proposed station, based on its own contentions.

William A. Porter, Washington attorney for the proposed new 100-watter, pointed out that after the construction permit had been granted last May, WGRC, New Albany, Ind., across the river from Louisville, had appealed from the decision and the appeal now is pending. He contended that exclusive jurisdiction of the entire matter was thereby lodged in the U. S. Court of Appeals for the District of Columbia and that the Commission is without jurisdiction to issue a show cause order or take any other action affecting the status of the construction permit until there is a final adjudication.

Going Ahead

Issuance of the show cause order established another precedent in the revised legal procedure of the FCC. It grew out of the contention by the prospective station, headed by D. E. (Plug) Kendrick, general manager of KITE, Kansas City, that the FCC, in granting fulltime to WGRC, had set up a competitive situation which "would result in such severe loss of operating revenue" to the proposed station as to "impair the service which it could render." [BROADCASTING, Dec. 1].

In his response, Mr. Porter produced affidavits from principals in Kentucky Broadcasting Co., including himself as counsel, designed to show that the corporation was actively proceeding with installation of the new station and that it would suffer severe financial loss if the construction permit were revoked or otherwise set aside. Moreover, he contended that the allegations made in WINN's petition for rehearing of the WGRC grant could not be construed as an admission or evidence of facts prejudicial to the rights of the Kendrick group. It was held that issuance of a license covering the construction permit for the operation of the new station is simply a "ministerial act" and that he believed the company as the holder of a construction permit may exercise "such substantive rights and such procedural remedies as are available to the licensee of a radio station."

Because the construction permit was issued to WINN prior to the granting of the WGRC application for fulltime on 1370 kc., the Kentucky corporation stated it believed it had the right to petition the Commission to exercise the same remedies against WGRC which the latter had been permitted to exercise against his company "so that the matter would remain in status quo until such time" as the Court of Appeals has rendered its decision on the appeal of WGRC.

It was contended that WINN, in its petition for rehearing, in no way meant to abandon the construction permit and operation of the new station and that since the construction permit was issued, the corporation had contracted for material, equipment and supplies amounting to $6,254.90 together with a site and location in the Tyler Hotel. In addition, it has spent another $6,808 in prosecuting its application and for other expenses, all of which would be a complete loss should the Commission recall and revoke the permit.

It was brought out there is $12,000 in cash deposited in a Louisville bank aside from the two negotiable promissory notes executed by Mr. Kendrick, each amounting to $6,500, which would mean that upon demand the corporation would have $25,000 in cash. In addition, it was stated Mr. Kendrick had agreed and bound himself to lend the corporation another $25,000 if and when called upon.

Mr. Porter mentioned that he had handled the Kentucky Broadcasting Corp. application from its inception and that the company had left the manner and method of prosecuting the application to his judgment and discretion. He said he was directed by the corporation to take whatever steps he deemed necessary to protect its interests and consequently had protested the Commission's action in granting the WGRC full time application. The FCC was asked to vacate and set aside its show cause order.

FINCH
Facsimile

•

The new money maker for broadcasters

•

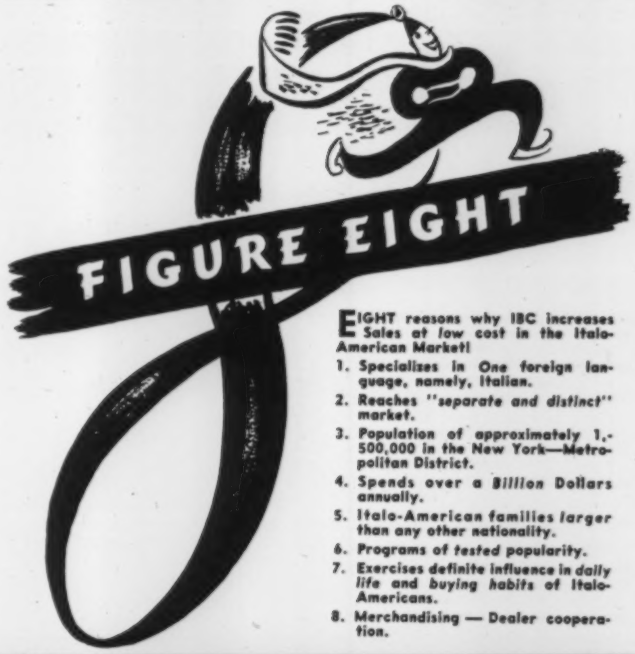
Let us show you the potential earning power of Finch Facsimile — the system that prints news of the world while it happens.

Radio engineers and executives are invited to write for particulars or to inspect Finch Facsimile Station W2XBF in daily operation at 1819 Broadway.

Finch Telecommunications, Inc.
Passaic, N. J.

Aircraft Laboratory, Bendix, N. J.

New York Sales Office:
1819 Broadway
(Tel. Circle 6-8080)



EIGHT reasons why IBC increases Sales at *low* cost in the Italo-American Market!

1. **Specializes in One foreign language, namely, Italian.**
2. **Reaches "*separate and distinct*" market.**
3. **Population of approximately 1,500,000 in the New York—Metropolitan District.**
4. **Spends over a *Billion* Dollars annually.**
5. **Italo-American families *larger* than any other nationality.**
6. **Programs of *tested* popularity.**
7. **Exercises definite influence in *daily life* and *buying habits* of Italo-Americans.**
8. **Merchandising — Dealer cooperation.**

WOV
NEW YORK
1000 WATTS

THE INTERNATIONAL BROADCASTING CORP.
NEW YORK

WBIL
NEW YORK
5000 WATTS

BASKETBALL "package" on WIRE, Indianapolis, including a comprehensive layout of prediction, commentary and play-by-play broadcasts, has been bought by Railroadmen's Federal Savings & Loan Assn. The contract includes *Basketball Express*, furnishing scores Wednesdays and Fridays, 10:15-10:30 p.m.; special programs of scores on Indiana high school sectional tourneys and play-by-play broadcasts from regional, semi-final and final state contests, handled by Vic Lund. The broadcasts run from Nov. 29 through March.

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

To All of You—A Merry Xmas, A Happy and Prosperous New Year

BASIC STATION OF COLUMBIA BROADCASTING SYSTEM

National Representatives

PAUL H. RAYMER COMPANY

Purely PROGRAMS

Wildlife Week

TO STIR interest in National Wildlife Restoration Week, March 17-23, the National Wildlife Federation is offering free a series of 13 transcribed dramatizations dealing with conservation and restoration of wildlife and natural resources. The series includes 12 quarter-hour and one half-hour concluding show. Scripts for the series were prepared under supervision of Bill McCormick, with production in charge of Stephen McCormick and Frank Blair, and special music and arrangements by Arthur Brown, all of WOL, Washington. The transcribed series is an outgrowth of the weekly *Wildlife* programs originated in Washington by WOL for MBS for the last 18 months.

* * *

Party for Wives

BUILT around a party that starts in the studio a half-hour before the broadcast, WMAL, Washington, has started the new monthly half-hour, *Affiliated Wives, Incorporated*. Although only wives are admitted to full membership, single women are taken into the parties on probation. At the party-broadcast refreshments are served and two home economists act as advisers on each program. Visitors bring along questions which are answered by other women in the group.

THE STAFF of WWJ, Detroit, dressed these dolls for the Detroit Goodfellow's organization, which supplies Christmas baskets. Doll among dolls is Beth Emerey, guest relations secretary.

Youth at Liberty

BOYS and girls of high school and junior college age seeking employment are given an opportunity to tell of their hopes, aims and ambitions on the weekly half-hour program, *Here Comes Youth*, which is sponsored by the California Typewriter Exchange, Los Angeles, on KFAC, that city. Sob stuff is barred. Participants respond to a series of questions pertaining to the particular job sought. Ted Williams, conducting the program, invites prospective employers to phone the station if they have a job to fit the need. Program is endorsed by social service and civic organizations.

* * *

Lotto Songs

CASH prizes, ranging from $25 to $100, are offered listeners winning the *Songo* game sponsored on WIP, Philadelphia, by Nevins Stores. Calling at a Nevins store listeners pick up a "lotto" card with names of popular songs printed in the squares. On the program 18 to 20 songs are played. The first listener recognizing the songs whose names fill in a continuous line on the lotto chart and calling the station wins one of the varying cash awards. The $100 prize is given for a slogan in addition to the filled line. Account was placed by Philip Klein Agency, Philadelphia.

* * *

Fun at Auction

MANY offers of cash for satisfaction of unpredictable demands, i.e., $4 for a look at the marriage license of anyone in the audience, or $2 for a set of knitting needles, are the backbone of *Crazy Auction*, sponsored on WTMV, East St. Louis, by Zerweck Jewelry Co. The half-hour show, held Friday evenings from the stage of the local Majestic Theatre, features Bill Davis as the Crazy Auctioneer and Fred Moegle as commercial manager.

* * *

Local Announcements

SO MANY requests were received by WIBC, Indianapolis, for free civic announcements that the station has built a program specifically for gratis spots. The show, *Community Corner*, is broadcast twice-weekly, Monday and Thursday, 2:15-2:30 p.m. The announcements are made against a background of transcribed music.

Musical Breaks

STATION breaks in verse and music are being developed by WOL, Washington, to relieve the droning monotony of station identification. Sung to snatches of original tunes come such gems as: "How is this for a station yell? Washington! Washington! WOL!" (for Tony Wakeman's *Sportspage of the Air*) or "Next comes the news, we're here to tell. First in Washington is WOL!"

The Religious Side

PROTESTANT, Catholic and Jewish churches of the Twin Cities are cooperating with KSTP, St. Paul, in the weekly *Religion Looks at Life* program. On each of the Sunday programs a priest, a rabbi and a Protestant minister participate in an informal discussion of some current topic. The programs are conducted without script or rehearsal. St. Paul and Minneapolis clerics are presented on alternate weeks.

* * *

Posies at Night

CONDUCTED by a woman commentator pseudonymed Martha Gale, also the name of a line of women's dresses, *A Bouquet to You*, sponsored on WJLS, Beckley, W. Va., by Rahall's dress shop presents a bouquet five nights weekly to some lady selected from the store customer list. The flowers are delivered while the program is in progress.

50,000 WATTS

AT YOUR

SERVICE

Now you can take advantage of KWKH's 50,000 watts power to reach more people within 150 miles of Shreveport than live in the entire state of Louisiana . . . power that will provide the millions of people within the Shreveport trade area with clear, powerful reception of your sales message.

COLUMBIA BROADCASTING SYSTEM

KWKH

REPRESENTED BY THE BRANHAM CO.

A Shreveport Times Station

SHREVEPORT, LOUISIANA

WE HAVE THE "GO" SIGNAL

Ready in About Two Weeks

5000 WATTS NIGHT

Already

5000 WATTS DAY

KTUL

TULSA'S *Friendly* CBS STATION

Free & Peters, Rep.

Santa Answers

A DAILY quarter-hour program, *Calling the North Pole*, audience participation Christmas series directed to youngsters, is sponsored by a local department store on KTKC, Visalia, Cal. Two studios are used. Program is designed to make the youngsters in the studio audience believe they are witnessing a shortwave contact with the North Pole and Santa Claus. From the second hidden studio he answers all questions put to him by the children. His voice is brought to them through the speaker. The series will culminate with a Christmas Party at the store, when Santa Claus greets the children in person.

* * *

Double or Nothing

NEW type of quiz program has been originated on WOL, Washington, by Walter Compton. Contestants on the weekly show are fed questions, with cash award for each correct answer. The contestant then is offered additional prize money for information pertinent to the answer, if supplied within a minute. The additional award varies with the amount of information supplied. After "running their bill up" during the one-minute period, Compton dares the contestant to a "double or nothing" question, contestant receiving nothing if he fails, twice as much if he gives the correct answer.

* * *

Religious and Civic

TWO PUBLIC service programs are currently broadcast on WELI, New Haven, to keep local listeners posted on the activities of various organizations in the greater New Haven area. One, *Church Billboard*, is devoted to news and notices of religious organizations and their affiliated societies, and is heard thrice-weekly at 8 a. m., while the other, titled *The Club Forum*, and sponsored twice-weekly by Ogden and Schlick, local jewelry firm, features news of all other clubs and associations. Programs are produced by Robert Howell of WELI.

* * *

Youthful Quizzers

KELLOGG Co. of Canada, London, Ont. (cereal) on Dec. 2 started a boys and girls interview half-hour program Saturday mornings on CFRB, Toronto. A number of different people are brought to the studio for the boys and girls to interview. Typical was one Saturday morning trio of interviewees, an organ grinder, a model airplane maker, a leading rugby player. J. Walter Thompson Co., Toronto, placed the account.

* * *

People's Choice

LISTENERS vote on some question of current interest each week to supply the framework for the *Poll of the People* feature heard five days weekly on the *Early Bird* program sponsored by Meadolake Foods on WFAA, Dallas. Listeners are given a question each day, vote by postcard, and hear the results of their voting on the program.

* * *

Biblical Quiz

WITH a handsome New Testament Bible as prize, church members compete in answering questions based on Biblical excerpts on *Bible Question Box*, sponsored on WIRE, Indianapolis, by Meigs Publishing Co., publishers of religious music and other church supplies.

HUNCHED with excitement over nimble fingers and flying needles stands Dave Driscoll, special events ace of WOR, Newark, as he describes a recent crocheting speed contest. One featured contestant was Alan Courney (seated center), conductor of WOR's *Housewives' Delight* program, who put up a good fight but did not win against such established experts as Mrs. E. N. Noble. national crochet champion (right), and John Miller, men's champ, and Mrs. Lavinia Cervone, New York City speed crochet champion (not shown in picture). Al Josephy, of the WOR special features staff, is standing directly behind Courtney.

* * *

Keystone Dawn

ALL KINDS of farm news and information are furnished listeners of *Sunrise Roundup*, heard six days weekly from 6:30-7 a. m. on WHP, Harrisburg, Pa. The program, presented in cooperation with the State Department of Agriculture, is personally supervised by John H. Light, secretary of the Department, and is announced, written and produced by Russ Brinkley. Against a musical background, the program furnishes market and shipping reports and a five-minute talk by a Department of Agriculture official or a farm specialist from Pennsylvania State College.

* * *

Music by Schools

SPONSORED by a local music store, *Daveau Music Hour* on WDAY, Fargo, N. D., presents transcribed half-hour shows featuring high school bands and orchestras of neighboring towns. The special events staff visits the various schools, transcribing the special concerts by the individual organizations.

* * *

Out of the Limelight

TYPES of Americans who have contributed much toward making this nation great, although never winning wide acclaim, are the subject of the series of twice weekly quarter-hour programs, titled *Unsung Americans*, on MBS, conducted by Dr. Frank Kingdon, president of the University of Newark.

* * *

Religious Reporter

KEITH KERBY, KSFO, San Francisco, recently launched a new Sunday program, *Religious News Reporter*. The program contains a contest feature. The first contest offers a prize for the best essay on "Why I Am Thankful for Religious Liberty".

* * *

From Actual Sites

THE original scenes of famous orations which marked great moments in history are the basis of the new *Echoes of History* series, presented on alternate Wednesdays on NBC-Blue under auspices of General Federation of Women's Clubs.

Live Auction

ACTION at an auction reached an all-time peak during a recent remote carried by KGHL, Billings, Mont., featuring a jeweler's closeout. So well did the auctioneer sell his merchandise that a listener called long distance to say he wanted to buy a watch. As the live bidders in the store sought a watch, the long distance bidder had his offers relayed by a KGHL announcer who happened to answer the phone. After three watches, the telephone bidder won out. The sponsor, the Gansle Jewelry Co., has quadrupled its radio advertising.

Orchids For Ladies

LUXURY of an orchid is afforded some feminine listener each week through a stunt engineered by Jean Fay in connection with her thrice-weekly program on KYA, San Francisco. Each week Miss Fay awards a big orchid to the woman submitting the best suggestion for a radio idea.

* * *

Name the Killer

BOWER Co., Phoenix (printers and stationers), sponsoring the thrice-weekly quarter-hour transcribed dramatic program, *We the Jury* on KOY, that city, offers prizes from its stock to the first persons who phone in the correct answer to the question, "Who Did It?" after each broadcast.

Holiday Song Gifts

DAILY until Christmas, Arizona Network listeners are invited to phone in "song gifts" to friends. Al Becker, KOY, Phoenix, staff organist, who is featuring yuletide songs and Christmas carols on a special daily broadcast, fulfills all requests, announcing who the gift song is from and to whom dedicated.

* * *

"Uncle Don" Nationwide

CHILDREN'S program on WOR, Newark, conducted by "Uncle Don", on Dec. 5 started on a coast-to-coast MBS network, Tuesdays, Thursdays and Saturdays, 5:30-5:45 p. m. The program is also heard cooperatively sponsored on WOR Monday through Saturday, 6-6:30 p. m., and is sponsored on five MBS stations by Maltex Co., on the same schedule.

LANG-WORTH
planned programs

LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD

•

LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

? IT'S NO MYSTERY ?

"The Case of Greater Advertising Results" clears up all the clues to the Greater Cleveland Market. It's the story of the remarkable results you get by using the

WHK - WCLE Merchandising Plan

Send for your copy — Supply is limited

▲

WHK & WCLE Cleveland
THE UNITED BROADCASTING COMPANY

375
solid hours
of play-by-play
SPORTS
on KMBC within the past year!
●
All miked by
WALT LOCHMAN
The Middle West's biggest radio draw!

Backed by BUILD UP on KMBC . . newspaper ads . . taxicab tire covers . . personal appearances.
●
It's a HOT BUY—this tremendous tailor-made audience for the two five-minute KMBC Sportscasts with Walt Lochman *now available* 6:10 pm and 9:40 pm.
Ask Free & Peters

KMBC
OF KANSAS CITY
The Program Building and Testing Station

Equipment

RCA MfG. Co., Camden, has announced the following sales of RCA transmitter equipment: WBIL, New York, and WMCA, New York, 5-DX 5,000-watt transmitter; WCAR, Pontiac, Mich., 1-G 1,000-watt transmitter; WMOG, Brunswick, Ga., WARM, Scranton, Pa., and WLBJ, Bowling Green, Ky., 250-K 250-watt transmitters, and KVCV, Redding, Cal., 100-EM modulator unit.

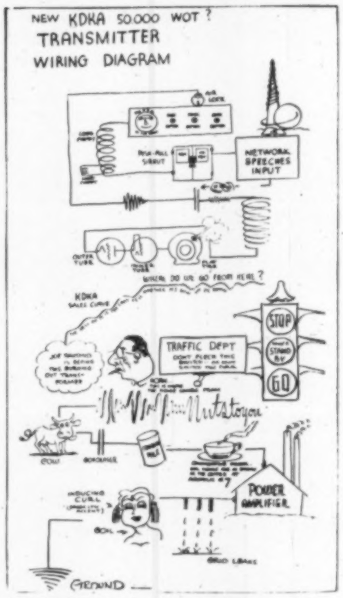
HARRY L. SOMMERER, associated with RCA-Victor for 30 years in various positions and recently assistant to Robert Shannon, executive vice-president of RCA Mfg. Co., has been appointed manager of manufacturing for the company's plants located at Harrison, N. J., Hollywood, Indianapolis and Camden, where he will make his headquarters.

H. P. LITCHFIELD, branch manager of Graybar Electric Co., Newark, N. J., has been named general commercial sales manager in the general executive offices, effective Dec. 18. Mr. Litchfield joined the supply department of Western Electric Co. (now Graybar) in 1915, and was named Newark branch manager in 1925.

DR. CLINE M. KOON has joined Universal Microphone Co., Inglewood, Cal. to undertake a survey of recorders and play-back equipment in schools and colleges and is now on a tour of the 11 Western States. Dr. Koon for several years was assistant director of the *Ohio School of the Air* and later senior specialist in radio and visual education with the U. S. Office of Education.

WLS, Chicago, has installed Zeon fluorescent tubing in its studio D, replacing the former flush type lighting reflectors with high wattage consumption. The functional lighting installation is claimed to eliminate shadows from scripts while they are being read.

THREE RCA-Victor instantaneous disc recording units, installed in a specially equipped truck, will be used on a two-year expedition to Africa sponsored by the World Travel Club of Rochester, Minn., for the recording of African music, folk lore and customs. David Griffin, president of the Club and head of the expedition, plans to synchronize sound recordings of the scenes he photographs with motion picture cameras for later use in American schools and on lecture platforms. The expedition will also record messages from American and English missionaries to their home churches.



SCHEMING a schematic drawing of a 50,000 "wot" transmitter, or a sales promotion man's impression of an engineer's impression of a wiring diagram. This is the masterpiece of W. B. McGill, KDKA sales promotion manager and former commercial artist, drawn in connection with KDKA's recent dedication of its new transmitter.

WITH the granting of 5 kw. night to KMBC, Kansas City, making that station 5 kw. fulltime, Arthur B. Church, president, announced that construction of a 540-foot Blaw-Knox uniform cross-section antenna will begin as soon as delivery can be made, and that the station hopes to be operating with the new power about Feb. 1. More land east of the present transmitter site has been acquired to extend the ground system. Contracts totaling $30,000 for the improvements have been let.

RCA transmitter and studio equipment and a 180-foot Wincharger tower have been ordered for the new WHUB, Cookeville, Tenn., 250 watts on 1370 kc., which M. L. Medley, licensee, reports will start operating about Feb. 15, 1940. James Turner has been chosen manager and Charles R. Duke chief engineer, but the rest of the staff has not yet been selected.

MONITORS ORDERED FOR ALL STATIONS

ALL LICENSEES of broadcast stations, other than standard, were notified Dec. 4 of the requirement which became effective last Sept. 15 that all such stations be equipped with frequency monitors, to prevent excessive deviation. In a notice to relay, international, high-frequency, non-commercial educational, facsimile, television, and developmental broadcast stations, FCC Secretary T. J. Slowie brought out that Section 4.2 of the rules governing broadcast services other than standard broadcasts specifies installation of frequency monitors having an accuracy sufficient to determine that the operating frequency is within one-half of the allowed tolerance.

Declaring that this section became effective Sept. 15, Mr. Slowie said any station not now having the required monitor "shall not operate until such monitor is obtained and placed in operation." The notice emphasized that a frequency monitor is required and that a frequency meter is not acceptable. Monitors designed for amplitude modulation, he said, may be used in conjunction with stations employing frequency modulation, with the understanding that these monitors will only give an indication of the center frequency on no modulation. Pointing out that monitors are ordinarily calibrated at the laboratory of the manufacturer, the notice specified, however, that maintenance of the constancy of calibration is the responsibility of the licensee. Licensees must be prepared to demonstrate to an FCC representative the frequency monitor has the required accuracy.

It was pointed out that licensees operating two or more stations at the same location coming within the purview of the rule may operate one monitor if arrangements are made to switch the monitor from one transmitter to another by a simple operation and no adjustments are required on each frequency. Relay stations must provide the necessary means for determining that the frequency of the station is within the allowed tolerance, the notice states. The measuring equipment used may be located at the relay station, at a center location or the receiving location.

CKAC
MONTREAL
Covers 90% of the population of the PROVINCE OF QUEBEC
CANADA'S BUSIEST STATION
IN
CANADA'S MOST UNIQUE MARKET
THE COLUMBIA STATION IN MONTREAL
U. S. & TORONTO, CANADA, JOE. H. McGILLVRA—MONTREAL, PHIL LALONDE

Racing Programs Probed in Chicago

Track Results Considered in Same Status as All Sports

HORSE racing broadcasts on Chicago stations are being investigated by U. S. District Attorney William J. Campbell following the alleged removal of telephones from local bookies. Whether or not radio programs are being used to supplant the telephone service is the issue.

Meantime in Washington, although it was reported late in November that Mr. Campbell had asked William J. Dempsey, FCC general counsel, for an opinion on whether the FCC feels race information is "in the best public interest" [BROADCASTING, Dec. 1], Mr. Dempsey indicated Dec. 12 that he had received no such request. Although the government drive against tipster services continues, neither the Justice Department nor the FCC has reported any new developments beyond the Chicago activity.

WCFL, WAAF and WIND have been airing racing programs all season and no new racing programs have gone on the air since the wire service of M. L. Annenberg's nationwide News Service recently was withdrawn. Officials of WIND and WCFL have been questioned by the District Attorney's office, but WAAF has not yet been approached in the matter.

Chicago station men consider their racing programs as any other sports program. And since the networks carry outstanding racing events, such as the Kentucky Derby, it is difficult to see the difference between the broadcasting of one horse race and five horseraces, they maintain.

Handicap Programs

Two handicapper programs are aired each morning on Chicago stations, *Sport of Kings* on WAAF and *Willie Winn* on WCFL. A 6 o'clock program of racing results is also aired on WCFL under sponsorship of Winning Horse Publication. WIND broadcasts a racing and general sports program from 1:45 through 5 p.m. daily.

During the Chicago racing season WIND broadcast direct from the local tracks. As the season closed WIND was willing to take racing results from Nationwide or any other accredited service. But just as the Chicago racing season closed, the Annenberg investigation started and Nationwide service was discontinued.

When this service was closed, WIND arranged for its own correspondents at Bowie, Pimlico, Tanforan and the Fairgrounds, and broadcast the results after the correspondents had phoned them in. On the WIND racing program, odds and code numbers are not broadcast, nor are scratch sheets given. Moreover, no post times are announced.

The racing portion of the WIND sports program is sponsored race by race. Sponsors include Axton-Fisher Tobacco Co.; Alka-Seltzer, Lewis Cigar Co. and Rockola Mfg. Co. The racing programs on all Chicago stations are continuing.

Powel Crosley Jr., head of Crosley Corp. and operator of WLW and WSAI, Cincinnati, who is also owner of the Cincinnati Reds baseball club, has been commissioned an honorary colonel on the staff of Gov. Miles of New Mexico.

Any Hope?

A UNIQUE method of seeking a job after Jan. 1, when his station goes off the air by reason of its sales and merger with a New York station owned by Arde Bulova [BROADCASTING, Nov. 15, Dec. 1], John L. McClay, announcer of WPG, Atlantic City, has published a neat little booklet titled "Any Hope?" which he has circularized among station managers. Written in whimsical style, yet setting forth his experience and qualifications, it shows unusual alertness.

Cuban Wave Shifts

(*Continued from page 15*)

kc. interference was caused to other stations on the frequency in the United States, as well as to CMQ.

During the height of the interference caused by CMQ's operation on 870 kc. the FCC authorized the U. S. stations to use 5,000 watts night power to override the interference. While the increased power helped, it did not entirely ameliorate the difficulty.

In addition to the CMQ and CMBC frequency shifts, nine proposed stations, of 1,000 watts each, were allocated by the decree, along with frequency shifts for five existing stations. The nine new assignments are: 570 kc. for a station in Piner del Rio; 740 in Jovellanos, 570 in Santa Clara, 870 in Ciego de Avila, 610 in Camaguay, 570 in Holguin, 640 in Santiago de Cuba, 730 in Victoria de las Tunas and 760 in Guantanamo.

The additional shifts, which became effective on Dec. 1 were CHAR, Pinar del Rio, on 940 kc.; CMHW, Santa Clara on 950 kc.; CMJX, Camaguay, on 900 kc.; CMBL, Havana, on 720 kc. and CMK, Havana on 750 kc.

The decree stated that all of the changes, reservations and assignments have a provisional character and can be modified as many times as the Secretary of Communications may deem advisable to maintain a better service.

Moore Paint Returns

BENJAMIN MOORE & Co., New York (paints and varnishes), on Feb. 24 will start its annual campaign of quarter-hour programs featuring talks on interior decorating by *Betty Moore* on 43 NBC-Red stations, Saturdays, 10:30-10:45 a. m. The campaign is run each year during the housecleaning and moving season. Account is handled direct.

WOL
WASHINGTON, D. C.
1,000 Watts
DAY & NIGHT
Affiliated With the Mutual Broadcasting System
1230 KC.

CBS New Lecture Bureau

COLUMBIA ARTISTS, New York, has established a new lecture bureau under the direction of Isabel R. Scott, former president of Outstanding Artists, New York. Lecturers now handled by the new bureau include H. V. Kaltenborn, Ted Husing, Bob Trout, Elmer Davis, Howard Pierce Davis, Mr. and Mrs. Rolf Kaltenborn, Frank Armitage, Bill Henry, Paul White and others to be added.

JAN SIBELIUS, noted Finnish composer now in Helsinki with his family, on Dec. 4 cabled John F. Royal, NBC vice-president in charge of programs, that he "regretfully" declined Royal's offer to come to America as guest conductor of the NBC Symphony Orchestra.

CBS Spots on WAAT

CBS has bought several spot announcements daily on WAAT, Jersey City, to publicize and promote some of its programs. This is not connected with the survey conducted this fall by CBS [BROADCASTING, Sept. 15] for which the network placed announcements on more than 100 stations in rural areas. Results of this survey are now being tabulated.

TO SYMBOLIZE its two networks, NBC-Chicago has changed the elevator signal lights from red and green to red and blue.

Merry Christmas
and
A PROSPEROUS
NEW YEAR
from
NBC STATION
WTCN
ST. PAUL MINNEAPOLIS
The
Northwest's
Most Popular
Radio Station
Owned and Operated by the
ST. PAUL DISPATCH - PIONEER PRESS
and
MINNEAPOLIS TRIBUNE and
TIMES - TRIBUNE
FREE
&
PETERS
INC.
National Representatives
New York, Chicago,
Detroit, Los Angeles,
San Francisco,
Atlanta

Management Changes Made at KMMJ, KANS

CHANGES in the management of KMMJ, Grand Island, Neb., and KANS, Wichita, were announced Dec. 13 by Don Searle and Herb Hollister, co-owners of the stations. Jack Todd, for the last few months manager of KMMJ and before that assistant manager of the Wichita station, was transferred back to Wichita as general manager of the NBC outlet, having completed the reorganization of the KMMJ staff. He succeeds Herb Hollister, who on Jan. 1 takes over the vice-presidency and general management of KFBI, Abilene, which holds an authorization to remove to Wichita [BROADCASTING, Dec. 1]. Mr. Hollister will also supervise the direction of KANS. Messrs. Hollister and Searle constitute a partnership owning KANS.

Ted Matthews, former general manager of WNAX, Yankton, S. D., and more recently national sales director of WKZO, Kalamazoo, was named general manager of KMMJ, succeeding Mr. Todd. Mr. Searle is president and principal owner of KMMJ, with Mr. Hollister holding a minority interest.

New Thesaurus Subscribers

ELEVEN new stations have signed in the last four weeks for *NBC Thesaurus* library service: WMAN, Mansfield, Ohio; WENY, Elmira; WMFF, Plattsburg; WTBO, Cumberland, Md.; WHBU, Anderson, Ind.; KHBG, Okmulgee, Okla.; WCAR, Pontiac; WBHP, Huntsville, Ala.; KTSM, El Paso; WROL, Knoxville, and KWAL, Wallace, Ida.

W I B C

"INDIANA'S FRIENDLY STATION"

Has A Greater Listening Audience (Daytime) Than Any Other Central Indiana Station

Howard Wilson Co.
Nat. Reps.

W I B C
INDIANAPOLIS
1000 Watts – 1050 kc

SECOND annual clinic of Central States Broadcasting System (KFAB-KOIL-KFOR) was held Dec. 3 in the system's Lincoln studios. The half-day session was started last year by Don Searle, CSBS general manager. Jud Woods, Lincoln manager, and his staff were hosts. Procedure included a general meeting of all staff members in which the year's activities were reviewed and members praised for their cooperation. Departmental sessions went into various phases of CSBS activity, with Had Hughes, KOIL program director, in charge of announcers, producers and talent; Jud Woods, Lincoln manager, in charge of continuity; Frank Pellegrin in charge of sales, and Mark Bullock, chief technical supervisor, in charge of engineers. Mr. Searle will study secretarial reports of the group sessions and discuss them with department heads. Joe W. Seacrest, vice-president, thanked staffmen for giving up their Sunday for the clinic. In photo are (l to r) Mr. Bullock; Mr. Hughes; Paul Dodd, auditor; Mr. Searle, Mr. Pellegrin; Mr. Woods.

Decline Seen in Drama Strips

(Continued from page 16)

of KIRO, Seattle, pointed out that the problem of a predominance of serials on the network has bothered the station considerably. About a year ago, he said, the station inaugurated a rather elaborate plan to publicize programs and hardly a station break goes by without some mention of subsequent programs. "We find there isn't much we can say about most strip shows, consequently such programs as 'Singing Sam' etc. are mentioned far more often in these announcements than strip shows," he said.

Plez S. Clark, business manager of KFH, Wichita, said "we detest this deplorable condition and we are doing everything possible to create more musical programs for daytime broadcasting." While several musical programs are used, he added the stations did not feel this offset the super-abundant number of dramatic serials. Since KFH is affiliated with the *Wichita Eagle*, the station uses the newspaper to call attention to musical programs along with publicity on the air.

Philip G. Lasky, general manager of KSFO, San Francisco, said that while it is true the thought has been that strip dramatics substantially produce results and that few advertisers have felt the need of a different type of program, he favored all possible promotion to programs of accounts "who have the spirit to break away from tradition and sponsor a musical feature." Applauding the Patt effort, he declared it is to the station's advantage to produce results for them and consequently assure more even daytime program balance.

Lincoln Dellar, general manager of WBT, Charlotte, said the station has urged local advertisers to use more musicals as an interlude between serials and he heartily agreed that a wider use of musical programs during the daytime would work toward much better program balance for all stations who have an overload of dramatic serials.

Gardner Cowles Jr., president of Iowa Broadcasting System, advised Mr. Patt he thought the suggestion was "eminently sound" and declared he was taking it up at once with his station executives.

Earle J. Glade, executive vice-president of KSL, Salt Lake City, paid tribute to Mr. Patt for his "splendid leadership" and suggested that it might be wise to encourage musical serials which have brief continuity of dramatic interest running through them but rather preponderantly musical. He said he could understand that there is a continuity of interest in dramatic strips that tie the listener to them, but felt that musical programs could be equally effective in point of return if the matter is given earnest consideration.

Gunnar O. Wiig, general manager of WHEC, Rochester, said he considered the "talk problem" so serious that some eight months ago he presented a complete analysis of WHEC's schedule on the basis of talk vs. music. The report covered not only drama episodes but talk vs. music on comedy and so-called variety programs presented daily. "The woeful lack of music was very evident at the time of the sumbitting of this report," Mr. Wiig said.

Franklin M. Doolittle, general manager of WDRC, Hartford, commended the Patt suggestion. He expressed some doubt, however, whether the effort would accomplish the desired result "as the advertising agencies all seem to want the type of program which is the style at the moment and sooner or later they give way to the latest fad. I think we will all be glad when the present tendency gives way to something else."

Earl H. Gammons, general manager of WCCO, Minneapolis, said the problem was one all broadcasters have to face. He asserted he was anxious to watch the outcome of such programs as *Smilin' Ed McConnell*, Hormel daytime program on CBS. "If these clients find the trend toward musical shows, the situation probably will take care of itself," he said.

Hopes for New Trend

George D. Coleman, general manager of WGBI, Scranton, expressed wholehearted agreement with the suggestion. He said his station hoped the campaign would bring about "a new trend."

Earl G. Thomas, commercial manager of WFBM, Indianapolis, said a great opportunity exists for some advertiser to do an outstanding daytime musical job on either of the networks. He added, however, that "just so long as the 'soap operas' continue to ring the bell in the grocery cash register, we're going to have daytime serials." Explaining that WFBM has used open daytime periods for local musical programs, he said that if the mail report is any barometer, the effort is bearing fruit.

Harold E. Smith, general manager of WOKO, Albany, deprecated the preponderance of strip shows, especially the "sob sister type." He said he favored the idea of more frequent spot announcements calling attention to other types of programs "to override the monotony of the other programs."

SETTING THE RECORD!

Skill and precision make a winner. WHN's engineering craftsmanship combines with Fairchild Precision Equipment to lead the transcription field in finest reproduction of programs or announcements. Have you our transcription rate card?

WHN
TRANSCRIPTION
SERVICE
1540 BROADWAY, N. Y. C.
BRyant 9-7800

HOUSE QUESTIONS FAST WSB ACTION

QUESTIONING of FCC members as to why the Commission had so expeditiously handled the sale of WSB, Atlanta, by the *Atlanta Journal* to James M. Cox, publisher and station owner [see page 13], highlighted the hearing of the House Appropriations subcommittee Dec. 13, in connection with the FCC appropriation for the 1940 fiscal year which begins next June.

Rep. Wigglesworth (R-Mass.), frequent critic of the FCC, popped that question at Chairman Fly and other FCC witnesses along with inquiries about the purported failure of the Commission to inquire into the fiscal responsibility of a station applicant in North Carolina and the purported undisclosed ownership interest of Arde Bulova, New York watch manufacturer, in WCOP, Boston. He followed with customary questioning regarding transfers and purported network domination in the industry. Rep. Dirkson (R-Ill.) pursued a similar line of questioning.

Generally speaking, the subcommittee appeared less antagonistic than in the past, particularly after FCC officials outlined the manner in which the reorganized FCC was seeking to clarify regulatory practices. Chairman Fly, Chief Engineer E. K. Jett and General Counsel William J. Dempsey carried the weight of the FCC testimony in support of an appropriation of $2,-100,000 for the new year recommended by the Budget Bureau. This was about a million short of what the FCC sought, however.

ALL-NIGHT DRIVE
For Charity Planned by KNX And Newspapers

THE *Los Angeles Times*, which led the campaign and was the first to yank radio news columns from West Coast newspapers approximately two years ago, will sponsor in conjunction with KNX, Hollywood, a special all-night charity broadcast on that station Dec. 16 for the benefit of the Salvation Army Christmas fund. The newspaper has been giving prominent space to the event, with pictures and stories.

The *Times*, with cooperation of the station, has lined up donated talent from radio and motion pictures for the broadcast, which starts at 10 p.m. *Lum & Abner* are to m.c. the program. Cash from listeners will be collected gratis by Western Union messengers. May Co., department store, has donated its switchboard and operators who will relay donors' messages to Western Union.

FTC Complaints

THE Federal Trade Commission on Dec. 6 issued a complaint charging Continental Baking Co., New York, with price discrimination in violation of the Robinson-Patman Act. The FTC announced Dec. 8 that Midland Television Inc., Kansas City, Mo., has entered into a stipulation to discontinue misleading pictorial representations in its advertising matter.

Expect ASCAP Report

RADIO committee of the American Society of Composers, Authors and Publishers, appointed to study the problem of ASCAP-broadcasting relations and to make recommendations to ASCAP regarding future policies, is expected to make a preliminary report at the December meeting of the board of directors, according to E. C. Mills, chairman of the Society's administrative committee. Because of the holidays, he said, the date of the meeting will be moved up from the usual last Thursday of the month, probably to the 20th or 21st, although the exact date has not been set.

International Fan Mail

TOTAL of 4,051 leters for November was received by the NBC International Division of the Audience Mail Department, setting a new record. Until August, 1938, the Division mail has never totalled more than 650 letters for any month, nor had the mail from Latin America ever passed 45 letters a month. Audience interest all over the world increased at that time to such an extent that August, 1938, brought in 1,347 letters, of which 700 were from Latin America. Divided according to languages, the November totals were: Spanish 1,222, Portuguese 332, French 788, German 476, Italian 313, English 579 (broadcast on a European beam), and American 341 (*The American Hour* broadcast on a Latin-American beam).

RIGGIO TOBACCO Co., New York (Regent cigarettes) has started United Press news three night quarter-hours a week on WGN, Chicago, supplementing the list announced in the Dec. 1 BROADCASTING. Agency is M. H. Hackett Inc., New York.

Power Jump, Net Tieup, Are Observed by WROK

TO CELEBRATE its affiliation with MBS on Dec. 1, WROK, Rockford, Ill., operating with 1,000 watts day and 500 night on 1410 kc., broadcast a series of special programs, including both local dedicatory ceremonies and salutes via the network. The station's inaugural connection with the network at 8:30 p. m. brought an MBS salute to Rockford and WROK during the Benay Venuta program, which was followed on the evening schedule with regular network band pickups and the regular transatlantic broadcast by John Steele, MBS commentator in London.

MONEY TALKS!

You pay for "talk" when you buy time! WAIR listeners pay to listen, by buying your product in such volume as to return you a handsome profit.

WAIR

Winston-Salem, North Carolina

National Representatives

Sears & Ayer

America's Most Popular Hero! The Man of a Thousand Adventures!

POPEYE

Now Available as a Live Show or for a National Spot Advertiser!

POPEYE the Great—in a sensational, new series of adventures! A program that will be hailed by every youngster in America. Millions of children now follow Popeye, Olive Oyl and Wimpy in more than 600 newspapers. Other millions rock movie theatres with applause whenever Popeye has been announced in over 100 animated cartoons.

Now this new POPEYE series, either as a live show—3 times a week, or as a transcription program for a national spot advertiser is ready for sponsors who want to "cash in" on the sales value of the most popular comic character in America!

Under the supervision of King Features Syndicate and the William Morris Agency.

for all information and rates write

Gellatly Inc.

30 Rockefeller Plaza **New York, N. Y.**

THESE BROADCASTERS of the 12th NAB district, comprising Kansas and Oklahoma, pledged their financial cooperation to the Broadcast Music Inc. plan at a meeting Dec. 11 in Tulsa. Representatives of 27 stations were present and 18 signed up. A dozen stations were not represented. Left to right, front row, (seated): Clair Foster, KGGF, Coffeyville; Milton B. Garber, KCRC, Enid; K. W. Trimble, KTSW, Emporia; Joe Lee, KGFF, Shawnee; Tams Bixby, KBIX, Muskogee; Milton Blink, Standard Radio. Second row l to r (seated): Harry Schwartz, KOME, Tulsa; Harold V. Hough, WBAP, Fort Worth and KTOK, Oklahoma City; NAB President Neville Miller; Herb Hollister, KANS, Wichita, district director, who presided; Gayle Grubb, WKY, Oklahoma City; Hugh Powell KGGF. Last row l to r (standing): R. J. Laubengayer, KSAL, Salina; Ben Ludy, WIBW, Topeka; P. S. Clark, KFH, Wichita; Clark Luther, KFH; Jack Whitney, KADA, Ada; Tams Bixby Jr., KBIX; Clem Morgan, KIUL, Garden City; Ken Douglas, KTOK; Willard Egolf, KVOO, Tulsa; Pat Buford, KHGB, Okmulgee; Owen H. Balch, KCKN, Kansas City; Norvell Slater, KVOO; Neal Barrett, KOMA; Bill Gillespie, KTUL, Tulsa; Bill Way, KVOO.

NAB Music Project Supported

(*Continued from page 18*)

jority of the broadcasters present, representing some 30 stations, pledged their support. The district, however, includes some 90 stations. Mr. Miller joined Directors John E. Fetzer and William H. West in explaining the project.

At the Dec. 5 meeting in Dayton of District 7, comprising stations in Kentucky and Ohio, representatives of two dozen stations indicated full support of the program. Because of the registration laws in the State, actual subscriptions could not be discussed or accepted—a condition which prevailed in several other districts. J. H. Ryan, district director, presided, with Mr. Miller delivering the keynote speech.

The meeting Dec. 8 at Omaha, for District 10, comprising Iowa, Missouri and Nebraska, proved to be spirited, but 13 stations of the 28 represented pledged their subscriptions. All told, there are 51 stations in the district, four of which have not yet been constructed. President Miller announced following the session that more than 35% of the stations in the district subscribed or promised to subscribe to the project.

John J. Gillin, Jr., district director and general manager of WOW, Omaha, who presided, explained that WOW could not join the project at this time since it is owned by the Woodman of the World Life Insurance Society which is forbidden under State insurance laws to invest funds in such an activity. J. O. Maland, of WHO, Des Moines, however, launched the subscription drive with a commitment from his station. It was reported the meeting had a pre-arranged air of opposition and there was spirited discussion. Ed Craney, manager of KGIR, Butte, attended the session and took issue with certain phases of the project.

Rev. W. A. Burk, of WEW, St. Louis, raised the code issue and after a discussion in which Don Searle, of Central States Broadcasting Co., member of the Code Compliance Committee, participated, the district group voted in favor of a "liberal interpretation of the code." There was considerable discussion also on the AFM contract, with the district voting as opposed to any increase in allotments.

The District 14 meeting, comprising broadcasters from Colorado, Idaho, Utah, Wyoming and Montana, adopted a resolution approving the plan for Broadcast Music. Mr. Craney, who attended this session, was a speaker but did not vote. Approximately a score of stations, of the 40 in the district, were represented. O. P. Soule, representing KTFI and KSEI, offered the resolution. In addition to Mr. Craney, State Senator C. P. Ritchie, of KGHF; Earl Glade of KSL, and Ed Yocum, of KGHL, discussed the proposition.

At the District 12 meeting, comprising Kansas and Oklahoma, held in Tulsa Dec. 11, 27 representatives from 21 stations attended the session. Eighteen of the stations signed up for the Broadcast Music project. A dozen were not represented. Herb Hollister, director of District 12, presided at the meeting, which also was addressed by President Miller.

At Boston Meeting

Attending the Boston meeting were:

P. W. Morency, WTIC
John Shepard 3d, Yankee Network
Joseph L. Miller, NAB
Sheldon B. Hickox Jr., NBC
Earle B. Clement, WLNH
Mildred P. Stanton, WORC
Robert W. Booth, WTAG
John W. Haigis Jr., WHAI
James L. Spates, WHAI
W. C. Gartland, NBC
Frank E. Chizzini, NBC
David M. Kimel, WLAW
M. William Noble, WLAW
George Lasker, WORL
Ashley L. Robinson, WORL
Alfred J. Pote, WMEX
William S. Pote, WMEX
E. E. Hill, WTAG
Quincy A. Brackett, WSPR
C. Glover DeLancy, WTHT
Cedric W. Foster, WTHT
Walter Haase, WDRC
Edwin J. Morey, WNLC
S. P. Willis, WPRO
John J. Boyle, WJAR
Harold Thomas, WBRK-WATR
William T. Welch, WSAR
L. Thomas, WBRK
Linus Travers, Yankee Network
George F. Kelley Jr., WFEA-WRDO-WCSH
A. S. Moffat, WMAS-WLLH
K. F. Horton, WEEI
L. G. del Castillo, WEEI
John Holman, WBZ
G. Harrison, Colonial Network
S. M. Kaye, NAB
J. Arnold Farrer, W1XOJ

At Dayton Meeting

At the Dayton meeting were:

Robert Mackenzie, WCMI
Gilmore N. Nunn, WLAP
James Cox, WAVE
Nathan Lord, WAVE
W. Lee Coulson, WHAS
Robert L. Kennett, WHAS
Mrs. Edythe Ferne Melrose, WJW
Harold Sutherland, WJW
Ted Winter, WJW
C. A. Rowley, WICA
R. B. Rowley, WICA
Felix Hinkle, WHBC
James Krautters, WCKY
N. A. Latham, WKRC
Jerry Branch, WLW
E. K. Bauer, WSAI
Carl Everson, WCLE-WHK-WHKC
Gene Carr, WGAR
Vernon Pribble, WTAM
Richard A. Borel, WBNS
William Orr, WBNS
Kenneth Johnston, WCOL
Neal Smith, WCOL
J. Leonard Reinsch, WHIO
Dave Brown, WHIO
Ronald B. Woodyard, WING
Don Ioset, WLOK
Ralph Patt, WPAY
J. H. Ryan, WSPD
E. Y. Flanigan, WSPD
George L. Young, WSPD
Stanton P. Kettler, WALR
M. M. Blink, Standard Radio
Maurice Wetzel, NBC Thesaurus

At South Bend Meeting

J. H. Keene, WTRC
R. R. Baker, WTRC
Martin Leich, WGBF
W. C. Swartley, WOWO
Ford Billings, WOWO
C. F. McLaughlin, WIBC
R. E. Bausman, WIRE
W. W. Behrman, WBOW
J. F. Hopkins, WJBK
O. F. Uridge, WJR
Howard Loeb, WFDF
John E. Fetzer, WKZO
Grant Ashbacker, WKBZ
Angus D. Pfaff, WHLS
Ken Rice, WDWS
W. E. Hutchinson, WAAF
Marie Clifford, WHFC
William H. West, WTMV
Edgar L. Bill, WMBD
Walter Koessler, WROK
Charles C. Caley, WDZ
J. F. Kyler, WCOL
H. R. LePoidevin, WRJN
J. Born, WHBL
Joseph A. McDonald, NBC
Donald Marcotte, NBC
Maurice Wetzel, NBC
Milton Blink, Standard Radio

At Omaha Meeting

S. D. Quarton, WMT
Wm. B. Quarton, WMT
Ben Hovel, WOC
Buryl Lottridge, WOC
O. H. Preus, KGCA
Craig Lawrence, KSO
Harold Fair, WHO
J. O. Maland, WHO
Woody Woods, WHO
Wm. M. Brandon, WHO-WOC
Hale Bondurant, WHO
F. C. Eighmey, KGLO
William E. MacDonald, KFNF
J. D. Rankin, KMA
Earl E. May, KMA
Owen Saddler, KMA
J. C. Rapp, KMA
R. H. Sawyer, KMA
C. W. Corkhill, KSCJ
C. W. Corkhill Jr., KSCJ
R. L. Rose, KWOS
Karl Koerper, KMBC
Dean Fitzer, WDAF
Don Davis, WHB
John T. Schilling, WHB
Barton Pitts, KFEQ
Merle S. Jones, KMOX
Father W. A. Burk, WEW
C. W. Benson, WIL
E. P. Shutz, WIL
Jack Todd, KMMJ
Clark Standiford, KORN
Lloyd C. Thomas, KGFW-KHAS
Don Searle, KOIL
Art Thomas, WJAG
W. I. LeBarron, KGNF
Vernon H. Smith, KOWH
J. J. Gillin Jr., WOW
H. O. Peterson, WOW
Rainey T. Wells, WOW
Wm. Ruess, WOW
Foster May, WOW
R. C. Wentworth, Lang-Worth
M. M. Blink, Standard Radio
Paul F. Peter, NAB
Ed Craney, KGIR
Herb Hollister, KANS
Maurice Wetzel, NBC

At Denver Meeting

Frank Bishop, KFEL
Milton Blink, Standard Radio
Frank C. Carman, KUTA
R. E. Carroll, KWYO
E. B. Craney, KGIR-KPFA
T. C. Ekrem, KVOD
S. S. Fox, KDYL
Earl J. Glade, KSL
Don Hathaway, KDFN
Paul Heitmeyer, KLO
Charles Howell, KFXJ
Rex Howell, KFXJ
Frank E. Hurt, KFXD
Don McCaig, KFEL
H. L. McCracken, KVRS
Holly Moyer, KFEL
Joe Myers, KFEL
Gene O'Fallon, KFEL
R. H. Owen, KOA
W. D. Pyle, KVOD
C. P. Ritchie, KGHF
Ivor Sharp, KSL
O. P. Soule, KTFI-KSEI
Hugh B. Terry, KVOR
W. E. Wagstaff, KDYL
Wm. S. Wales, KFKA
R. C. Wentworth, Lang-Worth
Edw. M. Yocum, KGHL
Lloyd Yoder, KOA
L. L. Hilliard, KGKY
Paul Peter, NAB

Demand for Scripts

MOST radio listeners have never seen a radio script, but they want to. The other morning, on its early show called *Morning Minstrels*, WLS, Chicago, made one offer of a script to any listener writing in. In three days 2,672 requests were received.

Toscanini's Holiday

FOLLOWING the Dec. 2 broadcast of the NBC Symphony Orchestra, Arturo Toscanini started on a holiday tour of the West, through California by motor, stopping en route to attend concerts by his noted son-in-law, Vladimir Horowitz. Returning to his home at Riverdale, N. Y., for Christmas, Toscanini will prepare for his second series of NBC concerts, which start March 16, 1940.

NBC to Televise From Dance Hall

TELECASTING the first Television Ball from the grand ballroom of the Waldorf-Astoria Hotel, New York, the night of Dec. 15, will put the severest strain on both their experience of seven months of regular television operation and on their mobile equipment, NBC video engineers state.

In televising the ball, a charity function for the Goodard Neighborhood Center, conducted by a committee with which NBC has closely cooperated, the field crew under the supervision of Harold See will attempt to duplicate studio practice and image quality without the help of studio illumination and other permanently installed facilities.

To Use Two Cameras

Two cameras will cover the fashion revue presented on the stage of the ballroom, one camera following the models as they come from the wings and another giving close-ups as they reach the center of the stage. The following floor show will be picked up from a small square in the center of the ballroom. Augmenting the regular illumination, ten incandescent solars, totaling 50 kw., will be mounted in five second-tier boxes. During the fashion revue, all units will be played on the stage. Then both cameras and lights will be focussed on the center of the ballroom floor to pick up the entertainment. It is hoped that the concentration of light in this area will approximate studio conditions.

The cameras, located on the fourth floor of the Waldorf-Astoria, will be connected with the units of NBC's television field station, to be stationed in 49th St., by more than 250 feet of camera cable. Burke Crotty, in charge of NBC's outside telecasts, will direct the program from the interior of the pickup unit. Relay to the Empire State tower will be effected from the transmitter unit over an antenna perched on a setback of the Waldorf-Astoria's seventeenth floor.

An additional installation of about a dozen standard receivers will be made in the foyer, directly off the grand ballroom, so that persons attending the Television Ball will have the opportunity of witnessing the image on the air. Before and after the telecast, scheduled from 11 to midnight over W2XBS, a "jeep" unit will be operated to televise guests.

WSIX
"The Voice of Nashville" Tennessee
Offers maximum coverage in the Nashville market at minimum rates. Established programs available for sponsorship.
Mutual Broadcasting System
HEADLEY-REED CO., NATIONAL REPRESENTATIVE

Supreme Court Review Granted

(Continued from Page 18)

ory involved in these and other cases has been consistently advanced by FCC General Counsel William J. Dempsey and Assistant General Counsel William C. Koplovitz. It is expected that the FCC will seek certiorari on the Jacksonville case also, consistent with its past policy.

With the acceptance of the Sanders appeal, three cases now are pending before the Supreme Court involving the FCC—all on petition of the regulatory body. The other two are the so-called Pottsville and Heitmeyer cases, involving new station grants in Pottsville, Pa., and and Cheyenne, Wyo., and go only to the question of power of the court to take jurisdiction over matters which the FCC claims is exclusively its administrative province under the statute. These latter cases are slated for argument before the court early in January. It is presumed that the Sanders case will be argued in February.

Opposes Review

WKBB, Dubuque, opposed the FCC petition for review in a brief filed with the Supreme Court Dec. 1. It pointed out that the questions presented were whether the licensee of an existing station will suffer "serious and irreparable economic injury" as the result of the construction and operation of the proposed new station, and whether the failure of the Commission to make a finding concerning the economic effect which the construction and operation of the new station will have upon an existing station in the same community is "reversible error".

The lower appellate court, in its opinion Dec. 11 in the Troy cases, referred to its recent decisions in the Sanders and Yankee Network cases, that only destructive competition provided grounds for appealable interest. It pointed out that it also had stated that the statute does not permit an appeal by one whose interests are only affected "incidentally".

Public Interest

The court said that even though in a particular case the FCC may cause injury to an existing licensee, as long as its determination is supported by the substantial evidence, there is no ground or reason for judicial interference. A person who challenges a decision of the FCC must show that the Commission's action of which he complains is contrary to the public interest, convenience and necessity, the court said.

"This being true, it follows that no showing of injury, suffered or threatened, would be sufficient unless it appeared that, as a result of such injury, the public interest, convenience or necessity would suffer. This may seem a harsh rule and a difficult burden, but it is the rule which governs one who enters this field of enterprise and it is a burden which he cannot escape."

The court concluded that no statement of reasons is sufficient to support an appeal under Section 402(b) (2) unless it speaks in terms of public interest, or in equivalent terms. It held the reasons assigned by the Albany stations were not sufficient and that the most that could be read into them was a contention that the Commission's decision will result in "deterioration" of their service. It added it is quite possible that the public interest may be better served by the coming of a new broadcast station into the community "even though the result may be some reduction in income and some deterioration in the service of the appellants' stations. * * *

"Unless an appellant assigns a reason which alleges abuse of the Commission's discretionary power, there is no reason to assume that he is able to prove an abuse of that power, which militates against the public interest."

In the Jacksonville case, Associate Justice Miller, in an opinion concurred in by Chief Justice Groner and Justice Edgerton, held that the reasons assigned by the existing Jacksonville stations clearly indicated the ground upon which the Commission's decision was challenged. It held that their statement of reasons was sufficient to fit the requirement of the statute and therefore denied the FCC's motions to dismiss.

Coty One-Timer

COTY Inc., New York (cosmetics, perfumes), on Dec. 12 sponsored a special broadcast on 24 CBS stations, featuring a concert by Marcelle Denya, noted French opera singer, from Mt. Holyoke College, Springfield, Mass. The program marked the American radio debut of the soprano, who plans a series of recitals in American colleges to promote interest in French music. J. D. Tarcher & Co., New York, handles the Coty account.

THE VOICE OF MISSISSIPPI
WJDX
5,000 D
1,000 N
JACKSON
N.B.C.
MISSISSIPPI
SALES ON!

Latest authentic figures show 1939 local sales up 8% over 1938.

Sales Tax figures indicate 9% increase of sales volume.

Gasoline consumption up 9%.

Invest your advertising dollars with WJDX, the dominant radio station in the steadily-growing Mississippi market.

Owned and Operated By
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

Lost... ONE OVERWORKED EXECUTIVE
Found... HAVING THE TIME OF HIS LIFE AT A COLLIER HOTEL

GEORGE H. MASON
Pres. & Gen. Mgr.

YOU HAVE MORE FUN. Collier knows more about Florida than almost anyone. That's why you find Collier Hotels at the smartest resorts, with magnificent beaches, wonderful sporting facilities and everything you want for a perfect vacation.

YOU GET MORE FOR YOUR MONEY By operating TWELVE hotels under ONE management Collier saves money which is passed on to you in the form of lower rates.

● Send today for your copy of the fascinating new Collier Florida Folder, with all rates. It will help you choose the resort and hotel that will suit your taste and pocket best. Write Hotels or N. Y. Office 745 Fifth Avenue. Ask your Travel Agent.

HOTEL MANATEE RIVER	Bradenton
HOTEL CHARLOTTE HARBOR	Punta Gorda
HOTEL SARASOTA TERRACE	Sarasota
HOTEL TAMPA TERRACE	Tampa
HOTEL FLORIDAN	Tampa
USEPPA INN	Useppa Island
GASPARILLA INN	Boca Grande
EVERGLADES INN	Everglades
ROD & GUN CLUB	Everglades
HOTEL ROYAL WORTH	W. Palm Beach
HOTEL DIXIE COURT	W. Palm Beach
HOTEL LAKELAND TERRACE	Lakeland

COLLIER FLORIDA COAST HOTELS
AND ASSOCIATED HOTELS • 745 FIFTH AVE., NEW YORK

Blond Rodent

AN ALBINO gopher, of which there are only two on record, according to scientists, was shot and killed near the KYA, San Francisco transmitter recently by F. J. Chrisman, KYA technician. Guessing that the little creature was a rare specimen, Chrisman took the carcass to the curator of the Academy of Sciences in Golden Gate Park. The albino is to be stuffed by the Academy and put on permanent display there.

KGVO

Dominates the largest wholesale center between Butte and Spokane.

Statistics prove it!
Advertisers know it!
Send for ALL the facts.

National Representatives
BURN-SMITH CO., INC.
New York and Chicago

5000 w. day • 1000 w. night

MISSOULA-MONTANA

Radio Dominates Leisure of Children

St. Louis Study Shows 14 Hours a Week Listening

RADIO listening is one of the major, if not the major, leisure time activity of children, since they spend an average of 14 hours a week at the loudspeaker, according to a survey conducted by Dr. John P. McKay, principal of the West Richmond Heights School, St. Louis. Dr. McKay carried on the survey for two weeks last February in 40 St. Louis and 17 St. Louis County schools, with the cooperation of Superintendent of Instruction Henry J. Gerling and 11 county superintendents.

Results of the survey were compiled from record books kept by 1909 sixth-grade pupils. Ninety-one programs scheduled on local stations were listed in the book, with space for the addition of others, and the children kept a record of broadcasts heard over a two-week period.

Preferred Days

The days of the week ranked with respect to the length of time the children listened were Thursday, Monday, Tuesday, Wednesday, Sunday, Friday and Saturday, Dr. McKay found. On Saturday of the two-week period, the children listened less than half the median daily time. The children listened more than twice as much the first four week days as they listened the last three days, namely, Friday, Saturday and Sunday. They listened approximately half the amount of time they attended school.

Monday ranked first and Thursday second in listening time with the boys, while with the girls the positions of the two days were reversed, it was shown. The other five days ranked the same, with respect to time listened, for boys and for girls.

The median daily length of time the girls spent listening to the radio at home was .16 of an hour or 9.6 minutes more than that of the boys. The median weekly listening time of the girls was slightly over an hour more than that of the boys. In fact, the girls listened more than the boys every day with the exception of Wednesday, when the boys listened 3.6 minutes more than did the girls, according to Dr. McKay.

Since 56 programs, or 61.5% of the 91 studied, came on the air on or after 6:30 p. m. (CST), it is evident that attending the picture show could have had some effect on the amount of time the children listened to the radio. In this connection it is significant that 99.8% of the boys, and 69.3% of the girls averaged attending the picture show once a week. Furthermore, the average weekly time the boys spent at the picture show was approximately 55 minutes more than the girls, while the average weekly time spent listening to the radio was one hour and eight minutes less.

Serials Secondary

Dr. McKay found the children listened to children's serials 17.2% of their total listening time. Seven children's serials were found within the first 25 when ranked with respect to the total number of hours listened, and one when ranked by the "percentage of time" method. Thus it is seen that the children spent a considerable amount of time listening to children's serials, even though these programs were not the most popular with the group studied. The children's serials ranked higher with the boys than with the girls.

The types of programs most popular with the group studied were dramas with plenty of motion; variety programs including comedy, music and drama; and audience participation programs. There were eight dramas or sketches, eight comedy and music programs, three audience participation programs, and two variety programs included in the 21 popular programs described in Chapter V of the study.

The dramas or sketches included one full hour length play starring a Hollywood actor and actress who clean up the undesirable elements in a fictitious city, one 30-minute anti-crime drama, one 30-minute original play, one 15-minute dramatic sketch, one 30-minute continued dramatic serial starring an actress in a very emotional story, and one 30-minute drama or sketch relating the experiences of a reformed crook.

Considering the 25 programs most popular with the boys and the 25 programs most popular with girls, when ranked by the "percentage of time" method, it was found that 21 of the programs were common to both lists; namely; Lux Radio Theatre; Gang Busters; Charlie McCarthy (Chase and Sanborn); Jello Program (Jack Benny); Big Town; Al Jolson; Joe Penner; Major Bowes Amateur Hour, Tom Mix Straight Shooters; Helen Menken in Second Husband; George Burns and Gracie Allen; Alias Jimmie Valentine; Hobby Lobby; Eddie Cantor; Mr. Keen, Tracer of Lost Persons; Joe E. Brown; Pick and Pat; Ask-It-Basket; First Nighter; We, the People; and Al Pearce's Gang. The four programs that were found in the boys' list of 25 that were not found in the girls' list were Dick Tracy, Terry and the Pirates, Town Hall, and Don Winslow of the Navy. Three of these programs were the children's serial type, indicating that the boys listened to more of these action-type stories than did the girls.

Choice of the Girls

The four programs that were found in the girls' list of 25 that were not found in the boys' list were Kate Smith, Campbell Playhouse (Orson Welles), Professor Quiz, and Wonder Show (Jack Haley). Thus, with the girls, three of the children's serials were crowded out by a variety hour program, a full length hour drama, an audience information program, and a comedy and music program.

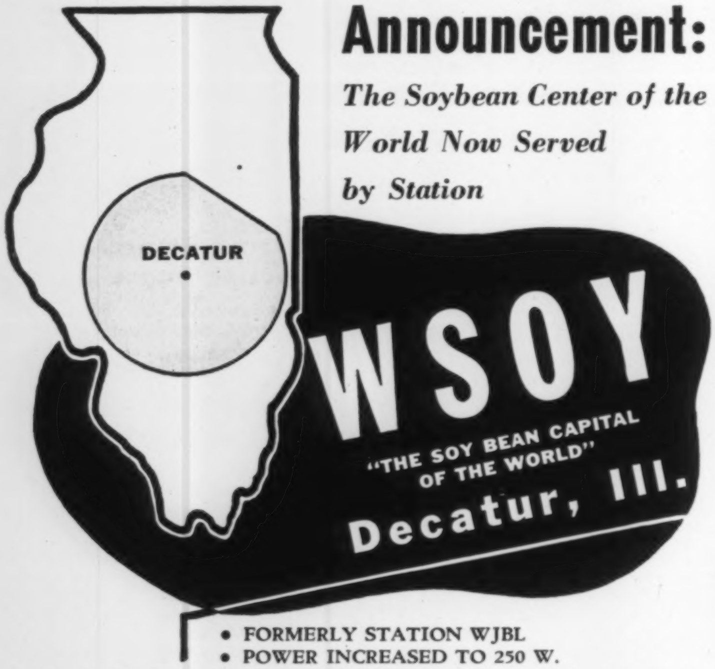
The fact that the children spent a large amount of time listening to the radio at home, which was definitely voluntary on their part, indicates that this activity was providing in a vicarious manner experiences which children want and may need, the survey indicated.

The amount of time spent listening to so-called adult programs was said to indicate the children enjoyed them immensely. This was thought to subject them to experiences ordinarily deemed suitable for older persons, tending to make the children sophisticated beyond their years in some respects.

It is generally well known that radio stars become popular on the screen and vice versa, the survey concluded.

Announcement:

The Soybean Center of the World Now Served by Station



- FORMERLY STATION WJBL
- POWER INCREASED TO 250 W.

QUICK MARKET FACTS: Cash crop of soybeans brings us $32,000,000. Retail business up 12 to 17%. Population of area served by WSOY—750,000 people—95% native white. Farm business excellent. State of mind—very good.

QUICK STATION FACTS: A local station with regional average because of ideal ground conditions—a good channel—and excellent equipment. One of oldest radio stations in America (among first 12) formerly WJBL. 250 watt. 1310 on your dial. On air 18 hours daily.

For A Big Chunk of Illinois . . . WSOY, Decatur, Ill.

SAVINGS
QUARTERS
DIMES
NICKELS
DOLLARS

You can judge the Worcester Market by Savings

$904 PER CAPITA

WTAG WORCESTER, MASS. NBC BASIC RED AND YANKEE NETWORKS

EDWARD PETRY & CO., Inc.
National Representative

Hiatus Declared In AFM Rule on Library Numbers

AMERICAN Federation of Musicians has given the producers of transcription libraries a breathing spell until Jan. 14, next scheduled meeting of the union's executive board, before putting into effect its new rule on the making of library recordings, which would raise the cost to almost fantastic proportions. Transcription producers will be permitted to submit briefs.

Transcriptions are made under an agreement reached with the union in September, 1938, calling for a scale of $18 per man per 15-minute program. At that time Joseph N. Weber, AFM president, agreed with transcription manufacturers that as applied to library discs this would be interpreted to mean 15 minutes of music. This fall the union told the transcribers this interpretation was incorrect and that the scale was intended to cover a complete quarter-hour program including script or dialogue.

Purpose of Rule

As a concession to the transcription makers, the union proposed a new rate for half-hour programs of $24 per man with the understanding that two quarter-hour programs could not be lumped as a single half-hour program. A letter written by Mr. Weber Nov. 9 set forth these rates and added "if the electrical transcriptions are made for scripts or some other dramatic episodes or anything in which music or dialogues alternate, then the musicians can only render services if the script is recorded in its entirety at the time the music is recorded." At that time Weber said that the rule was intended to prevent recording in a single period a large number of musical themes and interludes to be dubbed into dramatic transcriptions.

About three weeks ago, NBC *Thesaurus* engaged Al Donahue and his orchestra to make a half-hour recording, consisting of six or seven musical selections with the customary spaces between, enabling the subscribing station to insert local announcements between selections or to use individual selections on the disc as part of a program composed of numbers from a group of recordings in the *Thesaurus* Library.

The recording was done at the new rate of $24 per man for the session, with no complaints from either the NAB, AFM or Local 802 in New York. Last week an identical contract was submitted by NBC for Reggie Childs, but this time Local 802 attempted to cancel the recording date, finally permitting the record to be made with the understanding that the rate of payment would be settled later.

On Dec. 6, AFM sent a letter to transcribers advising them "that the rule provides that for 15 minutes of recording which may be made during one hour and 15 minutes inclusive of rehearsals, the price shall be $18 per man and this means that the 15-minute recording must be for one program. It does not mean that on one disc enough music can be recorded to be used on programs on different discs, each carrying a different script. In other words, music and script is one program and as such must be individually recorded on one and the same disc.

"Our local union," it was stated "has been so advised and furthermore a rule now applies that every member of our organization has to submit each week to the local union a report of all recordings made by him whether for a whole program or not and the time consumed so as to avoid erroneous interpretations of the rule of the Federation concerning the services of its members in making recordings." Union contention is that under this rule each selection on a library record should be considered as a single program, an interpretation which would raise the cost of the Childs record from $600 to $4,200, an increase of 600%. This would make its use virtually prohibitive.

Mark Woods and John McDonald of NBC and Charles Gaines of World Broadcasting System conferred with G. B. Henderson and Thomas Gamble of Weber's staff on Dec. 9. It was evident that there was a complete misunderstanding by the union of what a library service is or what it does and that the recorders on their part had evidently misunderstood the union rules regarding recordings.

Transcription men also pointed out that when a union musician makes a transcription he is paid a fee covering its use on the air but that radio stations deprived of transcriptions can purchase phonograph records and play them without any payment to the musicians for their use. Furthermore they stated that they cannot afford to use any big name talent on these library discs but must hire lesser known musicians for whose employment the union has been fighting. When stations buy phonograph records, however, they naturally use name talent almost exclusively.

New Porto Rico Outlet

A NEW regional station in Ponce, Porto Rico, was authorized for construction by the FCC in a decision Dec. 13 granting authority without a hearing to Porto Rican American Broadcasting Co. Inc. to use 1,000 watts fulltime on 1340 kc. The stockholders are a group of Porto Rico business men, with Juan Luis Boscio, president, 97 shares; Felipe Segara Serra, vice-president, 97 shares; Miguel Soltero Palermo, treasurer, 96 shares; Francisco Rebollar, secretary, 10 shares. Senor Palermo will be manager.

SPONSORS *of* RADIO PROGRAMMES *and*
The Maritime Broadcasting Company, Operators *of*

CHNS

Halifax, Nova Scotia,

Will Celebrate a *MERRY CHRISTMAS* This Year With the BEST BOOKINGS We Ever Have Had. We Hope Business is as Good With You.

Cheerio!

KEY-STATION REPRODUCTION

IN THIS *Studio by Johns-Manville*

Studio, Station WFMJ, Youngstown, Ohio

High fidelity assured in WFMJ's new studios with J-M Sound-Control Materials and Methods

NO KEY STATION offers better program reproduction than does WFMJ, Youngstown, Ohio. One good reason is that acoustics in studios and control rooms are correct for any type of program. Here, J-M Acoustical Engineers have prevented reverberation, distortion and feedback with J-M Sound-Control Materials and Methods. Programs go on the air exactly as they are heard in the studio... broadcast quality is effectively safeguarded.

Hundreds of stations from coast to coast have protected high fidelity with the help of the J-M Acoustical-Engineering Service. If you are planning to modernize existing studios or build new ones, send for Brochure AC-21A on J-M Sound-Control Methods for Broadcast Studios. Write Johns-Manville, 22 East 40th Street, New York, N. Y.

JOHNS-MANVILLE PRODUCTS

JOHNS-MANVILLE
SOUND-CONTROL MATERIALS AND ACOUSTICAL-ENGINEERING SERVICE

Radio Literary Influence On Children Is Discussed

EFFECT of radio upon the literary interests of children was the subject of a joint conference held Dec. 8-9 by the Association for Arts in Childhood, New York, and the elementary education department of New York U. Murray Dyer, scriptwriter of CBS, spoke on "Adapting Children's Stories for Radio Presentation". Bringing out that radio and literature complemented each other, Alton O'Steen, research associate at Ohio State U, discussed the "Relation of Radio to Children's Reading Interests." The increased use of radio in rural schools was the theme of the address by Anna G. Kennedy, senior superintendent of school libraries of the New York State Department of Education.

Boyer Returns

CHARLES BOYER, film actor, will return to the NBC *Woodbury Hollywood Playhouse* series, sponsored by John H. Woodbury Co., Cincinnati (soap), with broadcast of Jan. 3. He will replace Jim Ameche on the weekly dramatic show, Wednesday, 8-8:30 p. m. (EST), with West Coast repeat, 6:30-7 p. m. (PST). Boyer withdrew from the dramatic program several months ago for war service in France. He has been relieved from duty. Herbert Marshall, film actor, took over Boyer's assignment on the show for nine weeks, and then gave way to Jim Ameche and Gale Page, who are currently heading the series. Lennen & Mitchell, New York, has the account.

PERMIT GRANTED-FULL TIME
For 1000 Watts
KFRO
LONGVIEW, TEXAS
Voice of East Texas

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LA.
LONGVIEW
TYLER
MARSHALL
CARTHAGE
CENTER
RUSK
MANSFIELD

2,939 Food Stores of East Texas, with annual sales of over $35,943,000, provide a "ready-made" market for alert Food Manufacturers. BUYERS ARE WAITING! Reach them through KFRO, the 1000-watt —VOICE OF EAST TEXAS.

Affiliated with:
TEXAS STATE NETWORK
MUTUAL BROADCASTING SYSTEM

COVER *East Texas from the* CENTER

National Representatives:

Forjoe & Co., New York

Radio Time Agency

Chicago

Fertilizer Drive

SMITH-DOUGLASS Co., Norfolk (fertilizer), on Dec. 11 started a new program, *Smith-Douglass Family Party*, on a special hook-up of six stations in North Carolina. WPTF, Raleigh, is the originating station, feeding the program to WRAL, Raleigh; WGTM, Wilson; WGBR, Goldsboro; WEED, Rocky Mount; WFTC, Kinston. WAIR, Winston-Salem, will join the State network Jan. 8. Program is broadcast six days weekly on WPTF, 12:15-12:30 p. m., and fed to the network three times a week, on Mondays, Wednesdays and Fridays. Business was placed through Lawrence G. Fertig & Co., New York.

Prune Discs on 10

PRUNE GROWERS OF CALIFORNIA, San Francisco, seasonal users of radio, through Lord & Thomas, that city, on Jan. 9 will start for 13 weeks using a twice-weekly quarter-hour transcribed program on 10 eastern and mid-western stations. List is now being made up. Tentatively titled *Hollywood 10,000*, the dramatic series of plays will be based on life among film extras of Hollywood. Featured will be William Farnum. Ken Carpenter is to announce. James Fonda, Lord & Thomas, Hollywood producer, will direct production. An extensive merchandising and promotional campaign will be launched.

Eastern Wine Adds

EASTERN WINE Corp., New York, recently added four stations to the list carrying spot announcements for Chateau Martin wines, varying between 11 and 75 spots weekly. New stations are WMBG, Richmond; WHKC, Columbus, O.; WELI, New Haven; WEBR, Buffalo. Until the present expansion, the company has been sponsoring nine quarter-hours and 54 spots weekly on WHN, New York; four hours of programs and 42 spots on WNEW, New York; one hour and 42 spots on WAAT, Jersey City, and one hour and 75 spots on WOV-WBIL, New York. According to H. C. Morris & Co., New York, the agency in charge, the following stations may be added to the campaign before Christmas: WSYR and WFBL, Syracuse; WSAY, Rochester; WABY, Albany.

WFBL
SYRACUSE

54 Grocery Accounts—
—56 Drug Accounts
. . . Highest on record!

Every dollar that food and drug advertisers spend has to count. That's why WFBL has 54 Grocery and 56 Drug accounts this month—the highest on record! WFBL brings more dollars into more stores. And WFBL Merchandising Service inspires more grocers to get behind the products advertised with more window and counter displays. For time rates and complete facts about WFBL merchandising service, write

WFBL
Syracuse, N. Y.
or Free & Peters, Inc.
National Representatives

Too Much Luck

JIM BELOUNGY, chief engineer of WBT, Charlotte, N. C., went hunting in Pisgah National Forest recently. Regulations allow three days maximum time for bagging one deer. Beloungy set out at 7 a.m., all set for an invigorating three days in the wilderness. By 9 a.m. he had bagged a big 8-point buck—and the balance of the three days was spent as usual, at work.

Gov. Cox Buys WSB

(*Continued from page 13*)

than 30 years has owned the controlling stock in the *Journal*. Of the shares purchased, Gov. Cox himself acquired 2,222 4/18th; the Evening News Publishing Co. of Dayton, 169 3/18th, and Springfield Newspapers Inc., 1,666-12/18ths. The Miami interests did not participate.

Officers of the Journal Co. were listed as Inman Gray, president; James R. Gray, vice-president and editor; John A. Brice, vice-president and general manager, and J. L. Williford, secretary and treasurer. The 4,058 shares of common stock were acquired as follows: From James R. Gray, 629; Inman Gray, 629; Cordelia Gray Brumby, 604; Frances Gray Yankey, 454; John Morton Smith, 541; Mrs. James R. Gray, 334; Mary Inman Pearce Smylie, 302; Jennie Gray Pearce, 302; John A. Brice, 229; J. L. Williford, 31. Fractional shares also were included.

The financial statement covering WSB listed the transmitter, other equipment and real estate as having an investment value of $362,549.91, a replacement value of $286,507.90 and a depreciated value of $207,746.07. The Western Electric 50,000-watt transmitter, installed in February, 1933, had an actual cost of $140,936.

The Gray family, it is reported, has been interested in disposing of the property since the death several years ago of Maj. John S. Cohen, who had been publisher and general manager of the newspaper and the directing head of the station. The newspaper, it is understood, has been losing money—practically since that time.

Since WAGA's participation did not involve actual transfer of the control of that station, FCC approval was not necessary under the rules. However, ultimate disposition of the control must receive Commission approval.

INSURED RECEPTION

McCLATCHY STATIONS

COVER INNER
CALIFORNIA
PAUL H. RAYMER COMPANY
NEW YORK
CHICAGO SAN FRANCISCO

Federal Trial Ordered For J. W. Williams on Impersonation Charge

JOSEPH WILLIAM WILLIAMS, 47, charged with impersonating an officer of the FCC in connection with efforts to gain employment from V. O. Stamps, of Dallas, applicant for a new local station there, on Dec. 5 was bound over to the winter term of Federal court in that city on bond of $2,500 by U. S. Commissioner John Davis. He failed to make bond and will be tried some time in January.

Williams, known as J. Bill Williams in broadcasting circles, admitted serving a sentence in Huntsville, Tex., prison in 1916 on a charge of swindling. He also admitted deserting from the Army as well as serving two years in Leavenworth and several months in a prison camp in California in connection with a check transaction.

Among witnesses at the hearing in Dallas were T. J. Slowie, FCC secretary, who said none of the FCC commissioners knew Williams and that the Commission had had complaints about his activities from stations in Houston, Little Rock, Hot Springs, Phoenix and Dallas; T. Frank Smith, manager of KXYZ, Houston, applicant for a new local there, who said Williams had solicited and been refused employment; Howard Shuman, holder of a CP for a new local in Hot Springs, who verified Mr. Stamps' assertion that Williams had said he "lived with one of the commissioners" who had "sent him down to help Stamps," and various others who testified of Williams impersonations.

Assistant District Attorney Clyde Hood amended the two complaints to read: "knowingly and feloniously falsely pretended to be an agent, representative or employe of the United States of America, to wit, an agent representative and employe of the FCC to defraud."

New Sterling Series

STERLING PRODUCTS, New York, which recently acquired the Ironized Yeast account from J. G. Dodson Proprietaries, Atlanta, is reported to be starting a new program titled *Port of Missing Heirs* on Dec. 19 on 61 CBS stations, Tuesdays, 8:30-8:55 p.m., the spot recently vacated by the Lifebuoy *Tuesday Night Party*, sponsored by Lever Bros. Although Blackett-Sample-Hummert, New York, has been the exclusive agency for all Sterling Products accounts, Ruthrauff & Ryan, New York, will continue to handle the Ironized Yeast account.

New Artists Pacts

CBS, through Columbia Artists and Columbia Concerts Corp. and NBC, through its Artists Service, on Dec. 11 signed contracts with the Screen Actors' Guild and the American Guild of Musical Artists whereby the networks have the right to act as agent for actors and artists in the motion picture and concert field. Clauses providing the artists proper representation and fixed minimum commissions are included in the contracts.

AMERICAN GUILD of Musical Artists and the Screen Actors Guild, affiliate unions of the Associated Actors & Artistes of America, New York, will transfer their New York offices along with Theatre Authority, New York, to 545 Fifth Ave. after Jan. 1.

MEMBERS of the Chicago and New York staffs of Transamerican Broadcasting & Television Corp. met in Cincinnati Dec. 8-10 for a conference with WLW officials and department heads. After business sessions Friday and Saturday the entire group went on a hunting excursion into Kentucky as guests of Robert E. Dunville, general sales manager of WLW, and James D. Shouse, vice-president of Crosley Corp. in charge of broadcasting. Here are (front row, l to r) Walter A. Callahan (standing), manager of the Transamerican Chicago office; Miss Buelah Strawway, merchandising director of WLW; Mr. Dunville, and William Oldham (standing), sales promotion manager of WLW; (back row) George Biggar, program director of WLW; Eldon Park, of the WLW sales service department; E. K. Bauer, WLW business manager; Murray Grabhorn, of the Transamerican New York office; Richard W. Garner, sales service manager of WLW; John Hartfield, of the Chicago office; C. P. Jaeger, of the New York office, and Warren Jennings, of Chicago office.

Mu$ico Prize Contest To Become Nationwide

MUSICAL prize contest called *Mu$ico* now sponsored by National Tea Co. on WGN, Chicago, and the Kroger Grocery Co. on WMBD, Peoria, will be expanded on a national basis soon after Jan. 1, according to officials of H. W. Kastor & Sons Adv. Co., Chicago. It is understood perhaps 45 stations will be used nationally with various grocery chains sponsoring the program in varying markets.

The half-hour Friday evening show has aroused considerable interest in Chicago. Fashioned after Bingo, *Mu$ico* is based on the identification of musical numbers, played by a studio orchestra and checked on cards distributed by the sponsors. During the 10 weeks the show has been broadcast on WGN, more than a million cards have been called for each week by listeners who get the cards free of charge at their neighborhood National Tea stores. It is said that more than 60 letters are received by WGN weekly as a result of *Mu$ico* and in addition to cash prizes 23,000 shopping bags full of groceries have been distributed to winners since the program began.

WKBN
THE KEY TO THE YOUNGSTOWN MARKET!
NEW
STUDIOS....
EQUIPMENT..
TRANSMISSION PLANT
360 ft Vertical Radiator
1000 WATTS DAYTIME•500 WATTS NIGHT

Woods Tells Labor Body Of Television Problems

MARK WOODS, vice-president of NBC, met Dec. 12 with the joint television committee of Actors Equity Assn., Screen Actors Guild and American Federation of Radio Artists, which is attempting to formulate standards of wages, hours and conditions for actors employed before the video cameras. Mr. Wood gave the committee a picture of the costs the broadcaster already has in maintaining regular television programs on the air with no return on his expenditures possible at the present, for the consideration of the group in drafting its demands. While varying reports have emanated from the various factions of the committee regarding results achieved during the past month's meetings, it is generally agreed that progress has been made and that a report will be ready for presentation to the unions for approval in the near future.

MOHAWK PETROLEUM Corp., Los Angeles, on Dec. 8 auditioned a weekly half-hour CBS studio audience participation quiz program, *Mohawk Pow-Wow*, featuring Tom Hanlon as m.c. If accepted, it likely will be released to CBS Pacific Network shortly after Jan. 1. Russ Johnston, CBS Pacific Coast program director, produced the audition, Charles Morin, San Francisco manager of Radio Sales, participated.

Stock Lingo

LISTENERS of Jim Poole, livestock reporter of WLS, Chicago, have sent him so many requests for explanations of his chatter that he has compiled a dictionary of stockyard definitions. Among the definitions recently published in the *Prairie Farmer* are: Crows, lambs that don't respond to food; Sunfish, narrow, thin-chested cattle; Mice, undersized lambs; Gamblers, steers of uncertain quality.

Illinois Meat Series

ILLINOIS MEAT Co., Chicago (Ready Meat), soon after Jan. 1 will start an half-hour Wednesday evening show titled *Broadcast* on an undetermined number of MBS stations. Format of the show is similar to *Mu$ico* and it is owned by the owners of *Mu$ico*, Clef Inc., Chicago. It is understood that cards will be distributed through grocery stores and that the game will center around the selection and identification of famous names in the news and sporting pages. The sponsor is introducing a new line of ready-prepared meats produced under its brand name of Broadcast. Neisser-Meyerhoff, Chicago, handles the account.

AFRA NEGOTIATES KYW, WGY PACTS

AMERICAN Federation of Radio Artists and NBC have completed contracts covering staff announcers employed at the network's programmed stations KYW, Philadelphia, and WGY, Schenectady. Pacts are for three years, with provisions for revision during that period. Both contracts call for 40-hour, five-day weeks, and both provide for immediate 10% increases for announcers. Negotiations were begun nearly a year ago, but were interrupted and only resumed recently.

AFRA negotiations with WXYZ, Detroit, are nearing completion, it was reported Dec. 12, although no contract had been signed. Major James P. Holmes, union's national field representative, has been in Detroit for some time, conferring with George Trendle and Allen Campbell, station president and general manager.

Union's committee on transcriptions is nearing the end of its work on a code covering artists employed in making recorded programs, after running into unforeseen difficulties that have prolonged the task far past the time originally scheduled for submission of the code to AFRA members for approval.

ACA and WBNX Sign; WQXR Vote Is Ordered

AMERICAN Communications Assn., CIO union, reports that an agreement has been signed with WBNX, New York, covering all English announcers. Contract, signed Dec. 5 retroactive to Dec. 1, provides for a 40-hour, five-day week, two weeks vacation and sick leave with pay, salaries to start at $37.50 per week, $7.50 more than the previous minimum, and a general increase of $2.50 weekly for announcers.

Sidney Adler, ACA organizer, is in Baltimore negotiating a new contract with WCAO, covering all regular employees, announcers, news editors, etc., as well as technicians. Negotiations have also been started with WCBM, Baltimore, where six technicians have recently joined ACA.

The battle of technicians at WQXR, New York, where right to represent the engineers is claimed by both ACA and the AFL technical union, IBEW, should soon be concluded. The National Labor Relations Board, after a hearing Dec. 11, said an election will be held within 30 days.

*The only full time station in Ohio's 3rd largest market**

WFMJ

(250 watts)

Youngstown Ohio

*Printers' Ink Market Exploration Bulletin, Sept. 29, 1939

(FACTS ABOUT BALTIMORE)

"What makes a market good-- PEOPLE *or* MONEY?"

The answer is "BOTH." Baltimore is a BIG market any way you look at it. Population about **1 MILLION** (949,247).

1938 Retail Sales: **$372,770,000.**

Index of buying power (according to "*Sales Management*" survey, April 10, 1939)—**117** (national index, 100).

Bank deposits total **$669,976,836** —ONE THIRD of which are in *mutual* savings banks.

Make your advertising investment in a growing market. Use Baltimore's "first choice" radio station.

WFBR

BALTIMORE

National Representatives

EDWARD PETRY & COMPANY

★ ON THE NBC RED NETWORK ★

CRICKET SCORES

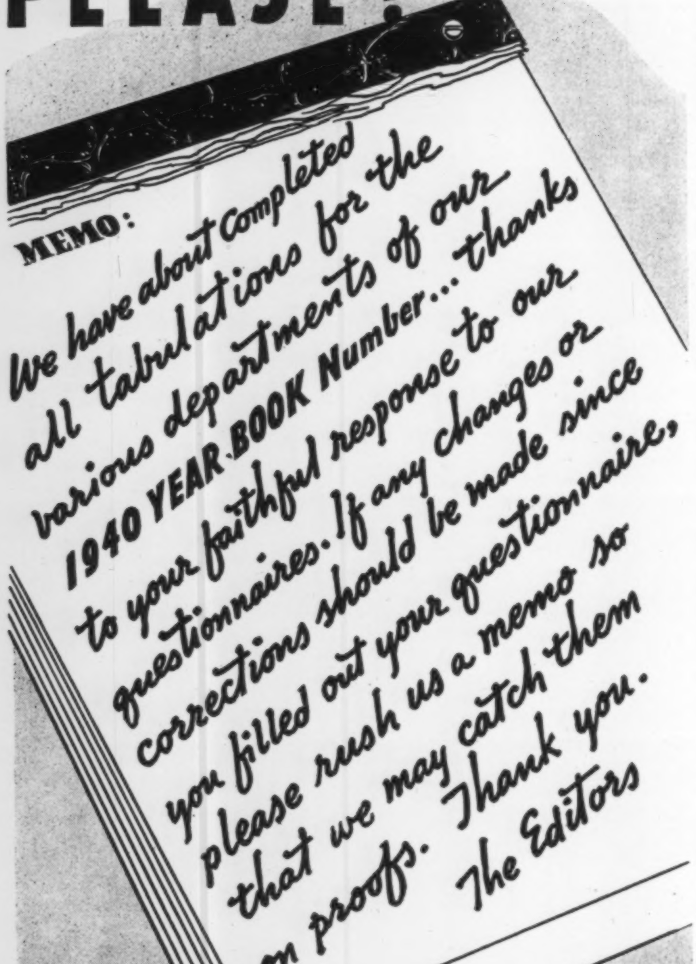
Associated Newspapers

Old Bill and Bert Find a Better 'Ole in a New War (apologies to Bairnsfather).

Sick of Judging

ALL BUT ill, Rex Davis, chief announcer of WCKY, Cincinnati, returned from Brooksville, Ky., recently after judging a cake-baking contest held under WCKY auspices — during which Davis personally tasted portions of 53 chocolate cakes. Chronicling his adventure upon his return, he was informed bluntly by France Raine, *Cincinnati Times-Star* radio editor and a culinary expert, the best and proper manner of judging cakes is not to taste them, but to examine their texture and general appearance.

ATTENTION, PLEASE!



MEMO:

We have about completed all tabulations for the various departments of our 1940 YEAR BOOK Number... thanks to your faithful response to our questionnaires. If any changes or corrections should be made since you filled out your questionnaire, please rush us a memo so that we may catch them on proofs. Thank you.

The Editors

BROADCASTING
Broadcast Advertising
National Press Bldg. Washington, D. C.

Reargument Is Sought In Decision on KSFO

REARGUMENT before the U. S. Court of Appeals for the District of Columbia of the court's decision in the case involving lease of KSFO, San Francisco, by CBS, was sought in a pleading filed Dec. 14 by the FCC, in which it questioned the court's procedure in recent decisions. While the court has six members, only three have been participating in FCC appeals, with the result, the Commission alleges, that confusion and conflict exist.

The FCC also is expected to ask the court to hear oral argument in connection with the appeal of WAPI, Birmingham, from the FCC decision denying a lease arrangement, in which CBS also would have participated. The lease issues in the two cases are viewed as identical.

Televising 'Gone With Wind'

NBC will televise the New York premier of the motion picture "Gone With the Wind" Dec. 19, picking up celebrities as they cross the sidewalk and also presenting interviews before the camera in the lobby of the Capitol Theatre. Pickups will be fed to the mobile unit, parked across the street from the theatre entrance and thence shortwaved to the W2XBS transmitter in the Empire State Bldg. Television's act in tying in with movie exploitation is seen as a placating move toward the movie companies, who have been reluctant to supply television with films for use on the air.

AP Takes No Action

BROADCASTING of news, both sustaining and commercial, was the subject of much informal discussion by the members of the Associated Press executive committee during the two-day meeting in New York, Dec. 5-6, but no official action was taken on any change in the press service's present set-up for handling the broadcasting of its news.

QUAKEH OATS Co., Chicago (cereals), has added an extra four weeks, as of Aug. 26, 1940, to its contract with NBC for the *Quaker Party* to parallel its recent renewal with Tommy Riggs and Betty Lou, star talent of the program, through Sept. 23, 1940. Program is heard on 59 NBC-Red stations, Mondays, 8-8:30 p. m. Agency is Ruthrauff & Ryan, Chicago.

DODGE DEALERS of Chicago on Dec. 17 starts a half-hour Sunday noontime show called *Meet the Band* on WBBM, Chicago. The program will feature a name band each week. Engraved gold batons will be presented orchestras leaders selected to appear on the program. Ruthrauff & Ryan, Chicago, handles the account.

(U.P.)

THE MARK
OF ACCURACY, SPEED
AND INDEPENDENCE IN
WORLD WIDE NEWS
COVERAGE

UNITED PRESS

Make Believe Ballroom On WNEW, New York, Acquires New Accounts

TOTAL of three hours and 45 minutes was added Dec. 8 to Martin Block's *Make Believe Ballroom* program on WNEW, New York, the station announcing that all time on the program was sold with the start of two new accounts—Crosley Distributing Corp., New York, on Dec. 11, sponsoring three quarter-hours weekly for Crosley radios, and K. Arakelian, on Dec. 8 sponsoring six quarter-hours weekly for Mission Bell wines.

During the first week in December, the Broadway production "Swingin' The Dream" started three quarter-hours weekly of the *Ballroom* program, through Buchanan & Co., New York, to make a special ticket offer to listeners. The offer to match each ticket reservation made by a man with a ticket for a girl resulted in 1,120 advance reservations for the show following one two-minute plug by Martin Block on the program Dec. 5.

Following the recent signing by Block of a new five-year contract with the WNEW Artist's Bureau, the radio feature story of the week in *Time* Magazine, Dec. 8 was built around the history of the *Make Believe Ballroom* program and how Martin Block started on the road to his present success. On Dec. 12, *Pic* Magazine ran a two-page spread featuring Block's semi-annual orchestra popularity poll.

Hudson Products, New York (Polident tooth cleanser), on Dec. 8 started *Arbitration Board*, Fri-9-10 p. m., for 52 weeks on WHN, New York. Brown & Thomas, New York, is agency. Restland Memorial Park, East Hanover, N. J. (cemetery), on Dec. 17 will start *The Bowery Mission*, Sunday 3-4 p. m., for 52 weeks on WHN. The cemetery, a radio user for several years, also is shifting its weekly quarter-hour of organ music on WHN from Sunday to Friday. Hudson Adv. Co., New York, handles the account.

ADAM HAT STORES, New York, in its series of fight broadcasts on NBC-Blue, will sponsor the Scalzo-Chavez non-title featherweight bout Dec. 22, and on Jan. 5 Sam Taub and Bill Stern will describe the Bettina-Apostoli non-title light heavyweight fight. Glickman Adv. Co., New York, handles the account.

Hays'
Hamless Hammond

Every afternoon, five days a week, thousands of radio listeners in the nation's 9th market tune to St. Louis KWK for 15 minutes of sizzling, scintillating swing supplied by Rich Hays, the boy who keeps the "Ham" out of the Hammond. Side remarks and oral footnotes delivered with abandon by Allen C. Anthony* round out a swift-pace quarter-hour.

It's called the "Swing Clinic", and we KNOW it's got the listeners. Proof: Over 90 "'Swing Clinic' Classes" have been organized in St. Louis and other cities in the KWK listening area.

The "Swing Clinic" may furnish the diagnosis for YOUR St. Louis sales problem. Call the Paul Raymer office.

*Yes, the one that "Dr. I. Q." borrows from us on Mondays.

MR. STOLL

Clarence G. Stoll Named Head of Western Electric

CLARENCE G. STOLL, operations vice-president of Western Electric Co. since 1928, on Dec. 12 was elected president, succeeding Edgar S. Bloom. Mr. Bloom retires Dec. 31 upon reaching age 65, in accordance with Bell System practice, ending 43 years service, and will become director of purchases of the British Purchasing Commission.

Mr. Stoll was born in 1883 at Mt. Joy, Pa., was graduated from Penn State in 1903 and entered WE's student training course at Chicago where he received pay of $10.15 a week. By 1908 he had become engineer of methods and later head of the manufacturing branch in New York. In 1912 he was named shop superintendent in the Antwerp factory and served until war forced its closing. Returning to this country, he advanced through important posts at Chicago and in 1923 was named head of the Hawthorne Works in that city. Three years later he was moved to New York and elected vice-president and director. Since 1928 he has directed all WE operations.

Charles R. Walgreen

CHARLES R. WALGREEN, 66, head of the chain drugstore company bearing his name, died in Chicago Dec. 12. Mr. Walgreen's chain of Chicago stores are prominent users of radio advertising. Born in Dixon, Ill., Mr. Walgreen began his career in 1893 as an $18-a-week drug clerk in Chicago.

NEW stations subscribing to International News Service to start after the first of the year include WFBR, Baltimore; KFBI, Abilene, Kan.; KELD, El Dorado, Ark., and WSAV, Savannah.

The Selling Voice
that UPS Your Sales!
WNOX
SCRIPPS-HOWARD RADIO, INC.
· CBS ·
KNOXVILLE
TENNESSEE
- 1010 KC -
5000 w. Day—1000 Night
The Branham Company

Late Personal Notes

DAVID SARNOFF, president of RCA and chairman of the board of NBC, paid a five-minute call on President Roosevelt at the White House Dec. 11. He said afterward that international broadcasts and television had been discussed.

J. M. HAYES, former manager of the Chicago office of Radio Transcription Co. of America, has joined the sales staff of NBC Electrical Transcription Service in New York, to contact stations on behalf of *NBC Thesaurus* and NBC's syndicated recorded programs. W. C. Gartland, former sales manager of Star Radio Programs, New York, also has joined the sales staff of NBC Transcription Service.

G. R. STEWART, formerly account executive of John H. Dunham Co., resigned recently to become advertising manager of Brunswick-Balke-Collender Co., Chicago, where he will have charge of the advertising of the company's three divisions.

WILLIAM R. HEMRICH, formerly advertising manager of Armour Co., Chicago, and more recently an account executive with Stack-Goble Adv. Agency, Chicago, has been named advertising manager of Visking Corp., Chicago (synthetic sausage casings).

EMERSON WALDMAN, formerly with Steve Hannigan, New York publicity agent, and previously in the NBC special events department in Washington, has been appointed to handle radio publicity for the Greater New York Committee for the Celebration of the President's Birthday Ball, assisting Ed Curtin, director of public relations. Henry Doherty, formerly of NBC, handles newspaper publicity.

SYLVIA PRESS, formerly director of publicity of WINS, New York, has joined CBS as assistant to Herbert Swope, trade news editor in New York.

WILEY SHOLAR, football commentator heard regularly the last six seasons on WBIG, Greensboro, N. C., who is also a well-known gridiron official, has been named umpire for the Rose Bowl Game in Pasadena.

MAJ. EDNEY RIDGE, director of WBIG, Greensboro, N. C., again has been designated by the Kate Smith All-Collegiate Football Committee to present Bulova watches awarded by her to the State's All-America players.

RAY REEVES, sports announcer of WRAL, Raleigh, N. C., has resigned to return to his home in New York for an indefinite period due to illness.

FRED REINHARDT has resigned from the sales staff of WHBF, Rock Island, Ill., to rejoin the announcing and continuity staff of WGIL, Galesburg, Ill.

HERMAN S. HERMANSON, new to radio, has joined the sales staff of KOIL, Omaha. Bill Baldwin, after several months in San Francensco radio, has returned to the KOIL announcing staff.

STEELE MORRIS, of the CBS Hollywood sales promotion department, is the father of a girl born Dec. 10 in Pasadena, Cal.

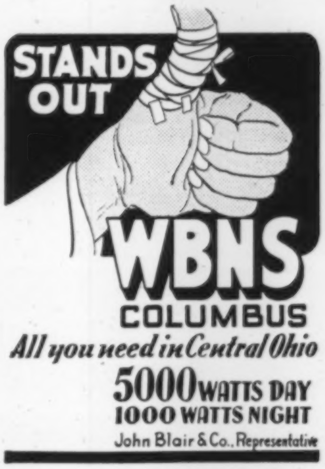
GEORGE MENARD, announcer of WLS, Chicago, is the father of a baby girl born Dec. 9.

EDGAR SNOW, new to radio, has joined KOY, Phoenix, as junior announcer.

To Honor Shouse

A TESTIMONIAL dinner will be tendered Dec. 19 in Cincinnati to James D. Shouse, vice-president of the Crosley Radio Corp. in charge of broadcasting, with such figures as Gov. John W. Bricker of Ohio and Senator Robert A. Taft heading the list of notables. Toastmaster will be Albert H. Morrill, president of the Kroger Grocery & Baking Co. Addresses will be delivered by Senator Taft, Mayor James G. Stewart and Col. C. O. Sherrill, city manager of Cincinnati.

AMONG radio notables attending the winter Gridiron dinner of Washington correspondents Dec. 9 were Gardner and John Cowles, the Cowles stations; Niles Trammell, NBC executive vice-president; Edward Klauber, CBS executive vice-president; David Sarnoff, RCA president and NBC chairman; Harry C. Butcher, CBS Washington vice-president.


STANDS OUT
WBNS
COLUMBUS
All you need in Central Ohio
5000 WATTS DAY
1000 WATTS NIGHT
John Blair & Co., Representative

CHRISTMAS! YOU'RE LATE~SANTA! EVERY DAY HAS BEEN CHRISTMAS AT KOIL, SINCE WE STARTED CARRYING OVER 40 HOURS PER WEEK MORE NETWORK COMMERCIALS THAN LAST YEAR!
KOIL
OMAHA'S BASIC COLUMBIA STATION
DON SEARLE--GEN'L MGR.
KATZ AGENCY--NAT'L REPR.

Effective December 16

Full Speed Ahead
with
1,000 Streamlined Watts (day)
on
1100 Kilocycles

WCAR
PONTIAC, MICHIGAN*

* Here, in the heart of the motor industry, all plants are busy and the men are working extra shifts.

Wrigley Auditions

WILLIAM WRIGLEY Jr. Co., Chicago (Doublemint gum), soon after Jan. 1 will start a new half-hour Sunday afternoon show to replace the *Gateway to Hollywood* series, according to officials of CBS-Chicago. The *Gateway* program was directed by Jesse Lasky and was tied-in with RKO pictures. It is understood that Neisser-Meyerhoff, Chicago, is the agency handling auditions for the new winter show.

Joins MBS War Staff

PAUL SCHUBERT, naval and gunnery expert, author and commentator, has joined MBS' staff of war observers and is giving quarter-hour broadcasts discussing the naval problems of the warring nations at frequent intervals. His first broadcast on MBS was Dec. 6. Mr. Schubert, a graduate of Annapolis, resigned from the Navy to start his writing career, and has done foreign correspondence for the *Saturday Evening Post* and BBC.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
2935 North Henderson Avenue
Telephones 3-6039 and 5-2946
DALLAS, TEXAS

HERBERT LEE BLYE
RADIO CONSTRUCTION ENGINEER
THIRTEEN YEARS EXPERIENCE
LIMA OHIO

They Never Miss...
Station owners, managers, sales managers and chief engineers comb every issue of BROADCASTING.

RCA
WORLD WIDE WIRELESS
FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service a great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

IN APPRECIATION of the cooking school staged in conjunction with the Northern Kentucky Independent Food Dealers' Assn. Food Show, held recently at Covington, Ky., the Association presented Marsha Wheeler, home economist of WSAI, Cincinnati, with a portable radio. The cooking school, broadcast by WSAI, was credited with drawing large crowds to the Food Show. At presentation time are shown (l to r) Ben Kees, Association director; Dewey Long, WSAI general manager; Larry Baumbach, Association secretary, and Marsha Wheeler.

TBS Plans Debut

(*Continued from page 17*)

cord all programs for delayed broadcast.

Reports that disagreement between the New York and Chicago offices of Blackett-Sample-Hummert over the placement of business with TBS had led to a breach that might culminate in a disruption in the agency and the formation of two new agencies, one in Chicago headed by Hill Blackett and Glen Sample, and another in New York headed by E. F. Hummert and Duane Jones, vice-president and general manager of the New York office, were pooh-poohed by executives of the agency, who characterized them as "just some more wild rumors".

Purchase of the 20 hours weekly on TBS was said to be "good business for our clients because it gives them a network at a price." Even if the coverage afforded by TBS proves to be only supplementary to that of NBC and CBS it still will be worth while, the agency said, pointing to its continued use of WMCA, New York, to rebroadcast in the evenings two hours of script shows heard in the daytime on NBC and CBS outlets in that city as evidence supplementary coverage pays.

While this definitely eliminates Mutual's chances of getting this business from the agency's New York office, MBS is still negotiating with the firm's Chicago executives for business placed there. However, Blackett - Sample - Hummert has no immediate intention of canceling its programs on NBC or CBS, it was stated, but will continue them, at least for the present, along with its use of TBS facilities.

CBS on Dec. 16 has arranged the first of the special programs to be scheduled by networks and stations throughout the country to further the drive for funds to fight infantile paralysis, which closes with the President's Birthday Ball on Jan. 30. Speakers of the Committee for the Celebration of the President's Birthday will be Keith Morgan, committee national chairman; Kate Smith, CBS songstress, who will serve as program hostess; Bill Corum, sports columnist; Bob Trout, CBS commentator.

WHAT is said to be a unique contract for a radio artist is the one recently signed by Whitey Ford, m.c. and comedian of *Plantation Party*, for 156 appearances or three years of consecutive broadcasts without any cancellation clauses. The series is sponsored by Brown & Williamson Tobacco Co. for its Bugler tobacco.

J. LESLIE DOSS, manager of WJRD, Tuscaloosa, Ala., owned by J. R. Doss Jr., has applied to the FCC for a new 250-watt station on 1500 kc. in Bessemer, Ala.

CLASSIFIED
ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance.

Forms close 25th and 10th of month preceding issues.

Help Wanted

Employees—Let us help you get a position through our National Radio Employment Bureau. Paramount Distributors, Box 864, Denver, Colo.

Salesmen—Group of stations operating under same management has two positions available for experienced time salesmen. Good opening for right men with opportunity for advancement. Write in full detail Box A623, BROADCASTING.

Situations Wanted

Commercial Manager with ideas that sell. Local, network station experience. Employed. Box A628, BROADCASTING.

Announcer wants position with station. Write continuity, news, programming, references. Box A632, BROADCASTING.

Announcer wants position with station. Writes continuity. Five years experience. Good references. Box A627, BROADCASTING.

Chief Engineer—Experienced in all phases of Broadcasting and construction, desires opportunity with new or progressive station. Married. Box A629, BROADCASTING.

Newscaster-Announcer-Writer — 29, finish working way through School of Journalism January. Well travelled. Special training speech, radio journalism. Practice University station. Box A626, BROADCASTING.

Production Man, ten years experience, production, programming, promotion, writing. Employed, but wants to make change. Married. Will accept small salary. Box A630, BROADCASTING.

For Sale—Equipment

Field intensity meter—RCA 75 B, latest model. Excellent condition, sacrifice for cash. Box A622, BROADCASTING.

Wanted to Buy

Wanted, used 5 KW RCA, Western Electric, or Collins transmitter. Furnish details and price first letter. Box A625, BROADCASTING.

Western Electric Direct Current Generator Type M-3, Form 20, compound wound, 85 amperes, 24 volts, speed 1200 r.p.m., 2.04 kilowatts. Used with most older 5 kilowatt Western Electric transmitters. State condition and price. Station WIS, Columbia, S. C.

Wanted to Lease

Would like to lease a condemned 5,000 Wt. transmitter for research work. Box A631, BROADCASTING.

For Rent—Equipment

G. R. standard signal generator, radio detector, G. R. radio frequency bridge for making antenna impedance measurements; oscillographs, distortion measuring equipment, RCA 75B field intensity meter for rent at reasonable rates. Allied Research Laboratories, 260 E. 161st St., New York City.

in the CONTROL ROOM

HERMAN FLOREZ, chief engineer of Paramount Broadcasting Corp., operating WVFW, Brooklyn, returned Dec. 11 from Bogota, Colombia, via Pan American Airways, after having installed a point-to-point radiotelegraph system for the Colombian Ministry of Communications.

RUSS THOMPSON, engineer of WBBM, Chicago, has returned to the studios following his recovery from a fractured leg.

RICHARD T. SAMPSON, chief engineer of KFXM, San Bernardino, Cal., has applied to the FCC for a new station in Riverside, Cal., to operate with 250 watts on 1420 kc.

TRUMAN W. CRAINE, formerly with WNBC, New Britain, Conn., has joined the control staff of WBZ, Boston, succeeding Dick Hammond, who has become chief engineer of the new WESX, Salem, Mass.

GIL DOUD, assistant sound engineer of KHJ, Los Angeles, is in a hospital recovering from serious injuries received in a recent auto accident.

J. H. SPECK has joined the technical staff of WFAA, Dallas, and has been assigned to operation of W5XD, the WFAA ultrahigh frequency station, and W5XR, facsimile transmitter.

FRANK LIGOURI, of the engineering staff of KSO-KRNT, Des Moines, recently married Elizabeth Acri.

RAY BRULAND has joined Mission Bell Radio Co., Los Angeles, as assistant chief engineer.

DON SORENSON, formerly of KSL, Salt Lake City, has joined the engineering staff of KUTA there.

EMERY MILBURN, formerly of KHUB, Watsonville, Cal., has joined the engineering staff of KVCV, Redding, Cal.

RUSSELL SHETTLER has been appointed chief engineer of WLOK, Lima, O., succeeding S. L. Gladfelter.

ARTHUR D. GALBRAITH, KHJ, Los Angeles, technician, is the father of a girl, born late in November.

BOB FETTERMAN, engineer of WIBG, Glenside, Pa., is the father of a baby girl born Dec. 7.

IBEW Local Formed

FORMATION of Local Union No. 443 of the International Brotherhood of Electrical Workers in Montgomery, Ala., was announced Dec. 4 by John A. Thompson, chief engineer of WCOV, Montgomery. He stated technicians of WCOV and WSFA had presented an agreement for negotiation to station managers, with conferences expected to get under way shortly.

AMERICAN Radio Relay League, West Hartford, Conn., has published the 1940 edition of *The Radio Amateur's Handbook* [$1 paper, $2.50 buckram bound]. The new 576-page handbook, completely revised, includes a topical index and 120-page catalog section of amateur radio equipment, along with numerous illustrations, charts and tables.

SOCIETY of Motion Picture Engineers has announced its 46th semi-annual convention will be held April 22-25, at the Chalfonte-Haddon Hall Hotel, Atlantic City.

THE FCC on Dec. 9 issued a new log of radio stations in emergency services, including municipal police, State police, interzone police, marine fire, special emergency and forestry stations.

Bombarded

EDWARD RECTOR, chief engineer, and Eugene Stephens, of the transmitter staff of WKZO, Kalamazoo, Mich., are getting used to narrow squeaks. During a Thanksgiving Day transmitter trick for the pair a bullet shattered a window in the transmitter house, spattering glass all over desks and chairs. Sheriff's officers upon investigation found two adolescents practicing marksmanship with a rifle some distance away, shooting at a target directly in line with the transmitter. Last year Stephens had climbed two-thirds of the way up the 325-foot antenna when lightning struck the tower. He calmly fastened himself to the tower with his belt, while Rector climbed to his rescue. "Our experience in the Thanksgiving Day bombardment was not nearly as close an escape," commented Rector. "That bullet missed my head by all of six inches!"

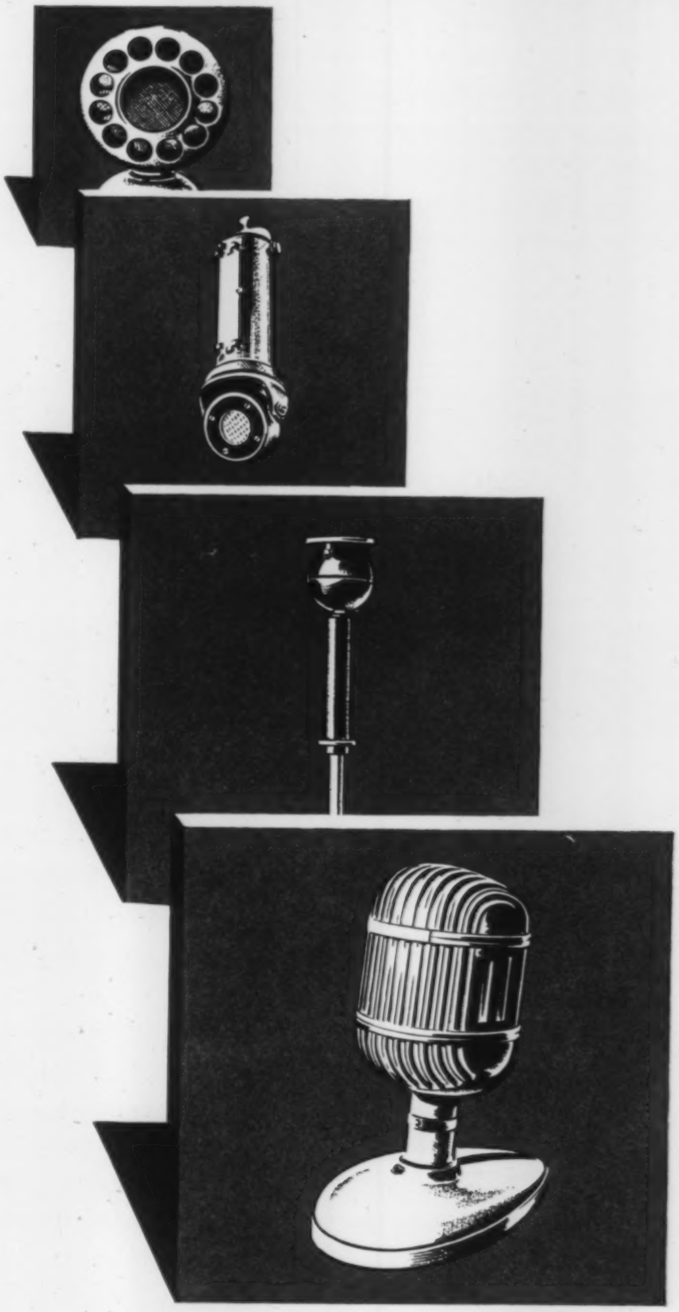
NAME JETT, GROSS TO CHILE SESSION

CHIEF ENGINEER E. K. Jett and Gerald C. Gross, chief of the International Section, were named Dec. 5 by the FCC to represent it on the U. S. Delegation to attend the Inter-American Radio Conference in San Diego, Chile, which begins Jan. 17. State, Army, Navy and Civil Aeronautics Authority will each have one representative on the Delegation, preliminary conferences for which were begun Dec. 1 by the State Department. Dealing with allocation and use of shortwave frequencies for all modes of service, standard broadcasting per se will not come into the deliberations.

At the preliminary conferences under State Department auspices, Chief Engineer Jett delivered a preliminary report on high-frequency broadcasting and allocation of the radio spectrum. At subsequent meetings prior to departure of the delegation, the preparatory Committee will adopt final instruction reports for the Conference.

Among the engineers attending the preliminary conferences, aside from representatives of the various Government agencies, were E. K. Cohan, CBS technical director; Dr. C. B. Jolliffe, RCA engineering head, and his assistant C. E. Pfautz; Harold B. Rothrock, representing the Clear Channel Group, Lloyd Espenschied, Bell Telephone Laboratories; Francis M. Ryan, AT&T, K. B. Warner, American Radio Relay League, and Paul Goldsboro and F. L. Moseley, Aeronautical Radio Inc. Francis C. DeWolf, assistant chief of the Division of International Communications of the State Department, is presiding at the preliminary conferences.

Harvey B. Otterman, of the Department, is chairman of the subcommittee handling non-technical and cultural questions to be considered at the Inter-American Conference while Major Gen. J. O. Mauborgne, chief of the Army Signal Corps, heads the technical subcommittee.



PROGRESS

• In a very short span of years, radio has progressed from the simple carbon mike to the sensitive cardioid mike . . . from the single experimental stations to broad networks and sponsored programs.

Today special telephone circuits link the country in extensive networks for program transmission. Special telephone facilities are constantly at the call of radio. And in Bell Telephone laboratories, day-in and day-out, trained men are seeking and finding improved methods and equipment to benefit the radio industry.

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

NOVEMBER 30 TO DECEMBER 13, INCLUSIVE

Decisions . . .

NOVEMBER 30

WSOC, Charlotte, N. C.—Temporary renewal pending receipt of applic.

DECEMBER 1

KSD, St. Louis—Granted motion accept amendment to applic. to 5 kw N directional.

Watertown Bcstg. Corp., Watertown, N. Y.—Granted amendment applic. to 1210 kc.

DECEMBER 4

MISCELLANEOUS—WWRL, New York, extended effective date of order of 12-5-38 in Brooklyn cases for 30 days from 12-1-39; KSAL, Salina, Kan., granted mod. CP change antenna, new equip.; WGRC, New Albany, Ind., granted mod. license move studios; WAZL, Hazelton, Pa., granted mod. CP new equip.

DECEMBER 5

KFSG, Los Angeles—Granted mod. license N to 1 kw.

KGKY, Scottsbluff, Neb.—Granted voluntary assignment license to partnership of L. L. and Ruth K. Hillard, and R. M. Stewart, d/b Hilliard Co.

WSMB, New Orleans—Granted mod. CP change antenna, increase N to 5 kw.

WTOL, Toledo—Granted CP increase to 250 w unl.

KWOC, Poplar Bluff, Mo.—Granted CP increase to 250 w unl.

WJPR, Greenville, Miss.—Granted mod. license N to 250 w.

DECEMBER 6

KMBC, Kansas City; WRC, Washington; KFWB, Los Angeles; WCAE, Pittsburgh; WDAE, Tampa, Fla.; KWSC, Pullman, Wash.; WFBC, Greenville, S. C.—Granted increases to 5 kw N.

KOVO, Provo, Utah; WDWS, Champaign, Ill.; KRBM, Bozeman, Mont.; WFKJ, Youngstown—Granted increases N to 250 w.

KDNT, Denton, Tex.; KVAK, Atchison, Kan.—Granted 100 w unl.

WMSL, Decatur, Ala.—Granted 250 w unl.

Worcester Co. Broadcasting Corp., Worcester, Mass.—Denied reconsideration action 11-21-39 denying intervention in re applic. C. T. Sherer Co., Worcester.

DECEMBER 8

MISCELLANEOUS—Ralph M. Lambeth, Greensboro, N. C., granted amendment CP to 1380 kc 500 w D; WFLA, Tampa, granted intervention WROL applic.; KTEM, Temple, Tex., granted intervention applic. Chilton Radio Corp., Dallas, and V. O. Stamps, Dallas; V. O. Stamps, Dallas, granted order take depositions; Olney Bcstg. Co., Olney, Ill., granted motion withdraw and dismiss without prejudice applic. new station; Valley Bcstg. Co., West Point, Ga., granted continuance hearing; WSAL, Salisbury, Md., hearing set 12-18-39; WHDH, Boston, hearing shifted to 1-15-40: KFI and Clear Channel Group—Dismissed without prejudice petition to intervene in WHDH applic.

(By Administrative Board)

WPAD, Paducah, Ky., granted CP new trans.; WBZ, Boston, granted mod. CP; KXOX, Sweetwater, Tex., granted license new station 1210 kc 250 w D; KFDA, Amarillo, Tex., granted CP increase to 250 w; WKST, New Castle, Pa., granted mod. license to WKST Inc.; KORN, Fremont, Neb., granted mod. CP re radiator, equip.

DECEMBER 11

(By Administrative Board)

MISCELLANEOUS — KWFC, Hot Springs, Ark., granted mod. CP trans., studio sites, new equip., radiator on condition grant is construed as finding in appeal proceedings or any issues involved; WSYB, Rutland, Vt., granted license increase to 250 w unl.; WLTH, Brooklyn, granted license antenna on condition grant is not construed as finding in Brooklyn cases; WENY, Elmira, N. Y., granted license new station 1200 kc 250 w unl.

WENY, Elmira, N. Y., grated license new station 1200 kc 250 w unl.

DECEMBER 12

KGMB, Honolulu—Granted mod. CP to Hawaiian Bcstg. System, and increase N to 5 kw.

WMFJ, Daytona Beach, Fla.—Granted CP new equip., increase to 250 w.

KHBG, Okmulgee, Okla.—Granted CP change equip., increase to 250 w unl.

KVCV, Redding, Cal.—Granted CP increase to 250 w.

(By Administrative Board)

MISCELLANEOUS — WMPS, Memphis, granted CP change trans.; KALE, Portland, Ore., granted mod. CP change antenna, trans.; WKAR, E. Lansing, Mich., granted mod. CP new trans.; WTSP, St. Petersburg, Fla., granted license 1370 kc 100-250 w unl.; KNOW, Austin, Tex., granted license 1500 kc 250 w unl.; KADA, Ada, Okla., granted mod. license to move studio.

DECEMBER 13

WSB, WEGG, Atlanta—Granted auth. transfer control of Atlanta Journal Co. to James M. Cox, Springfield Newspapers Inc., Evening News Pub. Co. for $1,826,125. (Mr. Cox agrees to buy all preferred nonvoting stock, 1,175.6 shares of $100 par, for $117,560.)

KOIN, Portland, Ore.—Granted CP directional, increase N to 5 kw.

KTUC, Tucson, Ariz.—Granted mod. license N to 250 w.

KSIM, Salem, Ore.—Granted mod. license D to 1 kw.

WDAF, Kansas City—Granted mod. license N to 5 kw.

SET FOR HEARING—WPIC, Sharon, Pa., CP increase to 1 kw.

MISCELLANEOUS—Portorican American Bcstg. Co., Ponce, P. R. granted CP new station; KIRO, Seattle, dismissed petition for rehearing re KMPC applic. increase power.

Proposed Decisions . . .

DECEMBER 13

NEW, H. C. Reese, Phoenix, Ariz.—Proposed findings of Fact and Conclusions of 12-1-39 set aside and instead proposes grant of CP 1200 kc 100-250 w unl.

Applications . . .

NOVEMBER 30

WEMJ, Marquette, Mich.—Mod. license to unl.

KTHS, Hot Springs, Ark.—Extension exp. auth. Simul.—WBAL etc.

KADA, Ada, Okla.—CP increase to 250 w.

KOCA, Kilgore, Tex.—CP move trans., change antenna.

WDOD, Chattanooga—CP directional N. increase to 5 kw N & D. move trans.

WCBD, Chicago—Mod. license to 830 kc 5 kw D.

NEW, Albert Joseph Meyer, Powell, Wyo.—CP 1500 kc 250 w unl.

KLAH, Carlsbad, N. M.—Mod. license to 250 w N & D.

DECEMBER 1

WCNW, Brooklyn—Mod. license to 250 w N & D.

KADA, Ada, Okla.—Mod. license to move studio.

NEW, Hazlewood Inc., Orlando, Fla.—CP 1390 kc 500 w 1 kw D, amended to 1200 kc 250 w.

KTHS, Hot Springs, Ark.—CP new trans., directional N, change to 1060 kc 50 kw unl.

NEW, Kingsport Bcstg. Co., Kingsport, Tenn.—CP 1370 kc 250 w unl.

NEW, J. Leslie Doss, Bessemer, Ala.—CP 1500 kc 250 w unl.

WWNC, Asheville, N. C.—CP new trans., directional antenna N, increase 1 to 5 kw.

KPLT, Paris, Tex.—Auth. transfer control to Mary Jo Mayse.

WTSP, St. Petersburg, Fla.—Mod. license to 250 w N & D.

DECEMBER 4

WBAL, Baltimore—Extension exp. auth. Simul.—KTHS, WJZ, etc.

NEW, Fort Industry Co., Toledo—CP 810 kc 1 kw D.

WGPC, Albany, Ga.—CP increase to 250 w.

NEW, J. Winfield Crew Jr., Roanoke Rapids, N. C.—CP 1200 kc 250 w unl.

KNOW, Fort Worth—License increase power, move trans.

WCLS, Joilet Twp., Ill.—License move trans., change antenna.

DECEMBER 5

NEW, Central N. Y. Bcstg. Corp., Syracuse—CP 43200 kc 1 kw unl.

NEW, Watertown Bcstg. Corp., Watertown, N. Y.—CP 1420 kc 100-250 w unl., amended to 1210 kc 250 w., change equip.

KSD, St. Louis—CP change antenna, change 550 to 630 kc unl., move trans., contingent KFRU and WGBF, amended re antenna, increases N to 5 kw.

KOIL, Omaha—Auth. transfer control to Star Printing Co., 1 share common stock.

NEW, Richard T. Sampson, Riverside, Cal.—CP 1420 kc 250 w unl.

DECEMBER 6

KFOR, Lincoln, Neb.—Auth. transfer control to Star Printing Co.

KFAB, Lincoln—Auth. transfer control to Star Printing Co.

DECEMBER 8

Outlet Co., Providence—CP high-freq. 1 kw.

WDEL, Wilmington, Del.—Mod. license to 500 w 1 kw D.

N. Carolina Bcstg. Co., Greensboro—CP high-freq. 250 w.

Star-Times Pub. Co., St. Louis—CP high-freq. 250 w.

KFAC, Los Angeles—Mod. license to Class III-A.

WHOM, Jersey City—CP 250 w 1 kw D, amended to 500 w 1 kw D.

WKNY, Kingston, N. Y.—CP increase to 250 w unl.

WTIC, Hartford—Extension exp. auth. Simul.-KRLD.

WMBG, Richmond, Va.—Mod. CP increase power etc., asking new trans.

WWL, New Orleans—Extension exp. auth. unl. time.

KWKH, Shreveport, La.—Extension exp. auth. 1100 kc 50 kw directional N unl.

KRLD, Dallas — Extension exp. auth. Simul.-WTIC.

Dublin Radio Bcstg. Co., Dublin, Ga.—CP 1310 kc 250 w unl.

DECEMBER 11

WFBL, Syracuse — CP directional N, increase N to 5 kw.

NEW, Oscar Kronenberg, Steubenville—CP 1310 kc 250 w unl.

WPEN, Philadelphia—CP new trans., increase 1 to 5 kw, directional N.

KFJZ, Fort Worth—CP new trans., increase to 5 kw, amended to directional.

WJHL, Johnson City, Tenn.—CP directional N, increase to 1 kw, change 1200 to 880 kc.

KROD, El Paso—Mod. CP change site, amended re antenna, new trans., increase to 250 w.

WSB-WEGG, Atlanta — Auth. transfer control to James M. Cox, Springfield Newspapers Inc., Evening Publishing Co.

WAPI, Birmingham — Extension expl. auth. unl., directional N.

KGCU, Mandan, N. D.—CP new trans., change antenna, increase to 500 w 1 kw D.

WGES, Chicago—CP new trans., antenna, increase to 500 w 1 kw D unl., move trans.

DECEMBER 12

NEW, Van Curler Bcstg. Corp., Schenectady—CP 1210 kc. 250 w unl.

WELI, New Haven—Mod. license to 250 w 1 kw D, amended to 500 w 1 kw D.

NEW, Ralph M. Lambeth, Greensboro, N. C.—CP 1370 kc 250 w unl., amended to 1380 kc 500 w D.

KVFD, Fort Dodge, Ia.—Mod. CP to 250 w unl.

WSMB, New Orleans—License replace antenna.

KAWM, Gallup, N. M.—Mod. license to 250 w N & D.

KMPC, Beverly Hills, Cal.—Mod. CP change hours, increase power, asking auth. use former KECA antenna and trans.

KWEW, Hobbs, N. M.—Mod. license to 100 w unl.

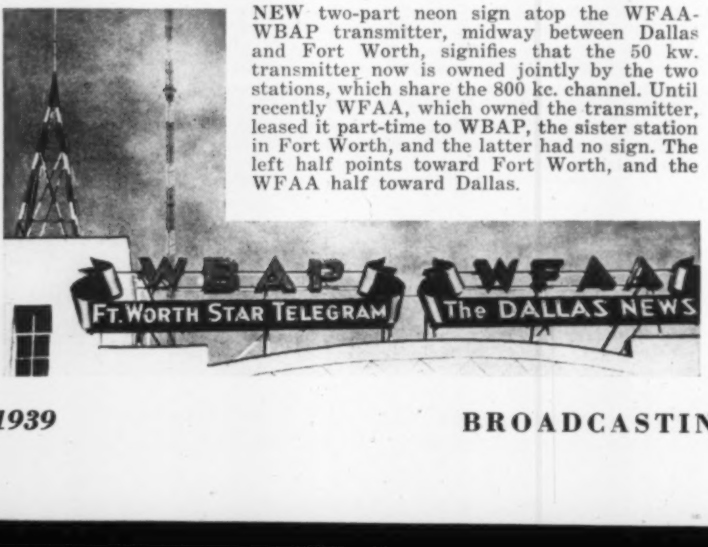
WHDL, Olean, N. Y.—Mod. license D to unl., 250 w.

KVOO, Tulsa—Extension exp. auth. unlimited, directional N, to 2-1-41.

KFDM, Beaumont, Tex.—Mod. license to Class III-A.

WMBI, Chicago—Mod. license ltd., Sh.-WCBD, to ltd. only, contingent WCBD shift.

NEW, KAW Valley Bcstg. Co., Topeka—CP 1500 kc 250 w unl.



NEW two-part neon sign atop the WFAA-WBAP transmitter, midway between Dallas and Fort Worth, signifies that the 50 kw. transmitter now is owned jointly by the two stations, which share the 800 kc. channel. Until recently WFAA, which owned the transmitter, leased it part-time to WBAP, the sister station in Fort Worth, and the latter had no sign. The left half points toward Fort Worth, and the WFAA half toward Dallas.

FCC Cleveland Office

ESTABLISHMENT of a permanent field office at Cleveland, effective Jan. 1, was ordered Dec. 12 by the FCC. It will use quarters heretofore employed for the Commission's Great Lakes and Inland Waterways survey, completed under the direction of Commissioner Thad H. Brown. The office will be subordinate to the main district headquarters at Detroit and will be staffed by an inspector and an assistant from Detroit. It was stated the office was made necessary because of increased activity in the Cleveland area, relating not only to regular inspections of broadcast, police, aeronautical and other stations but because of trips necessitated to the city to examine more than 700 applicants for operators' licenses during the last year.

FCC Alters Findings

THE UNUSUAL practice of revising proposed findings of fact in a case involving authorization of a new station, was resorted to Dec. 13 by the FCC when it issued new findings in proposing to grant M. C. Reese a construction permit for 1200 kc. with 100 watts night and 250 watts until local sunset in Phoenix, Ariz. The revised conclusion omitted reference to reliance upon evidence of intervening stations, presumably because the observation made in the original report conflicted with recently inaugurated FCC policy. Certain other references, which apparently went beyond the scope of the record in the case, also were deleted.

Philco Seeks Change

A REQUEST that the FCC revise the proposed television allocations suggested by its Television Committee, so that the channel designated as No. 2 be assigned to Philadelphia rather than New York, was made Dec. 9 by Philco. Philco said that the proposed allocation to New York would constitute a denial of its own pending application for renewal of the license of W3XE, and would be tantamount to a decision in advance of hearing favoring the pending application of CBS for use of the same channel in New York. The exceptions were filed by Louis G. Caldwell and Reed T. Rollo, counsel.

Network Accounts

All time EST unless otherwise indicated.

New Business

CARNATION Co., Milwaukee (milk), on Jan. 3 starts *Arthur Godfrey* on 9 MBS stations, Mon., Wed., Fri., 9-9:15 a. m. Agency: Erwin, Wasey & Co., N. Y.

CAMPANA SALES Co., Batavia, Ill. (hand cream, Dreskin, Coolies, D.D.D.), on Jan. 7 starts *Grand Hotel* on 30 CBS stations, Sun., 1:35-2 p. m. Agency: Aubrey, Moore & Wallace, Chicago.

ALBERS BROS. MILLING Co., Seattle (Friskies Dog Food), on Jan. 14 starts for 26 weeks *Adventures of Dr. Dare* on 9 CBS Pacific Coast stations, Sun., 2:30-2:45 p. m. (PST). Agency: Erwin, Wasey & Co., Los Angeles.

LOS ANGELES SOAP Co., Los Angeles (White King Soap), on Jan. 1 starts for 52 weeks *Dealer in Dreams* on 7 CBS Pacfic Coast stations, Mon. thru Fri., 5:15-5:30 p. m. (PST). Agency: Raymond R. Morgan Co., Hollywood.

LOS ANGELES SOAP Co., Los Angeles (Sierra Pine Toilet Soap), on Jan. 7 starts for 52 weeks *The Spelling Bee-Liner* on 7 CBS Pacific Coast stations, Sun., 2-2:30 p. m. (PST). Agency: Raymond R. Morgan Co., Hollywood.

THOMAS J. LIPTON Ltd., Toronto (tea), on Dec. 31, starts *Lipton's Tea Musicale* on 31 Canadian Broadcasting Corp. network stations, Sunday 5:30-6 p. m. Agency: Vickers & Benson, Toronto.

Renewal Accounts

CARNATION Co., Milwaukee (milk), on Jan. 1 renews for 52 weeks *Contented Hour* on 64 NBC-Red stations, Mon., 10-10:30 p. m. Agency: Erwin, Wasey & Co., N. Y.

RALSTON PURINA Co., St. Louis (Ralston cereal), has extended *Tom Mix*, Mon. thru Fri., 4:45-5 p. m. (CST), on 51 NBC-Blue stations, through April 27, 1940. Agency: Gardner Adv. Co., St. Louis.

WANDER Co., Chicago (Ovaltine), on Jan. 1 renews for 52 weeks *Little Orphan Annie*, Mon. thru Fri., 4:45-5 p. m. (CST), on 16 NBC-Red stations; and *Carters of Elm Street*, Mon. thru Fri., 11-11:15 a. m. (CST), on 7 NBC-Red stations. Agency: Blackett-Sample-Hummert, Chicago.

LOOSE-WILES BISCUIT Co., Long Island City, N. Y., on Jan. 2 renews *Woman's Magazine of the Air* on 6 NBC Pacific Red stations, Tues. and Thurs., 6:30-6:45 p. m. (EST). Agency: Newell-Emmett Co., N. Y.

STANDARD BRANDS, New York (Fleischman's Foil Yeast), on Jan. 1 for 52 weeks renews *I Love a Mystery* on 32 NBC-Red stations, Mon. thru Fri., 7:15-7:30 p. m. (rebroadcast, 11:15-11:30 p. m.). Agency: J. Walter Thompson Co., N. Y.

C. F. MUELLER Co., Jersey City, N. J. (macaroni), on Jan. 1 renews *Thunder Over Paradise* on 5 NBC-Blue stations, Mon. thru Fri., 10-10:15 a. m. Agency: Kenyon & Eckhardt, N. Y.

AMERICAN TOBACCO Co., New York (Half and Half tobacco), on Jan. 7 renews *Ben Bernie* on 53 CBS stations, Sun., 5:30-6 p. m. Agency: Young & Rubicam, N. Y.

COLUMBIA RECORDING Corp., Bridgeport, Conn., has renewed *Young Man With a Horn* on 31 CBS stations, Fri., 10:30-11 p. m. Placed direct.

GULF OIL Corp., Pittsburgh, on Nov. 30 renewed *Screen Guild Theatre* on 64 CBS stations, Sun., 7:30-8 p. m. Agency: Young & Rubicam, N. Y.

TEXAS Co., New York (Texaco products), on Dec. 6 for 13 weeks renewed *Texaco Star Theatre* on 91 CBS stations, Wed., 9-10 p. m. Agency: Buchanan & Co., N. Y.

GOSPEL BROADCASTING Assn., Los Angeles, on Dec. 31 renews for 52 weeks *The Old Fashioned Revival* on 68 MBS stations, Sun., 9-10 p. m. Agency: R. H. Alber Co., Los Angeles.

J. B. WILLIAMS Co., Glastonbury, Conn. (shaving cream), on Jan. 1 renews *True or False* on 34 NBC-Blue stations, Mon. 8:30-9 p. m. Agency: J. Walter Thompson Co., N. Y.

GENERAL ELECTRIC Co., Cleveland (Lamp Division), on Dec. 18 renews *Hour of Charm* on 58 NBC-Red stations, Mon., 10-10:30 p. m. Agencies: BBDO, N. Y., and Foster & Davies, Cleveland.

LEVER BROS Co., Cambridge, Mass. (Lux soap), on Dec. 29 discontinues *The Life & Love of Dr. Susan* on 60 CBS stations, Mon. thru Fri., 2:15-2:30 p. m. Agency: J. Walter Thompson Co., N. Y.

P. LORILLARD Co., New York (Sensation cigarettes), on Jan. 1 renews for 26 weeks *Sensations & Swing* and adds 20 NBC-Red stations making a total of 83 NBC split Red stations, Mon. 7:30-8 p. m. (repeat, 10:30-11 p. m.). Agency: Lennen & Mitchell, N. Y.

Network Changes

P. LORILLARD & Co., New York (Sensation cigarettes), on Jan. 1 replaces *Larry Clinton* with different name bands on *Sensation & Swing* on 67 NBC-Red stations, Mon., 7:30-8 p. m. Agency: Lennen & Mitchell, N. Y.

G. WASHINGTON COFFEE REFINING Co., Morris Plains, N. J., on Dec. 16 discontinues *Uncle Jim's Question Bee* on 7 NBC-Blue stations, Sat., 7:30-8 p. m., returning in January. Agency: Cecil & Presbrey, N. Y.

VICK CHEMICAL Co., Greensboro, N. C. (nose drops, cough drops), on Jan. 2 shifts *Beyond Reasonable Doubt* on 11 NBC Pacific Blue stations, from Tues., Thurs., Sat. 6-6:15 p. m. (PST) to Tues., Wed., Thurs., 9-9:15 p. m. (PST). Agency: Morse International, N. Y.

STANDARD BRANDS, New York (Chase & Sanborn coffee), on Jan. 7 shifts *Chase & Sanborn Hour* on 62 NBC-Red stations Sun., from 8-9 p. m. to 8-8:30 p. m. Agency: J. Walter Thompson Co., N. Y.

NOXZEMA CHEMICAL Co., New York, on Dec. 11 shifted *Bob Trout* on 38 CBS stations, from Tues., Thurs., Sat. to Mon., Wed., Fri., 3:30-3:35 p. m. Agency: Ruthrauff & Ryan, N. Y.

Favor Vertical Cut

RESULTS OF a survey independently conducted by Reuben S. Donnelley Co., indicating that station managers show a "9-1" preference for vertical cut transcriptions, were announced Dec. 12 by World Broadcasting System. The survey also showed, according to the WBS announcement, that station engineers expressed a 12-1 preference for vertical over lateral, with the inquiry sent to leading independent stations affiliated with the major networks. The announcement said that of 132 managers having vertical and lateral equipment, 119 voted for vertical cut wide-range recordings for faithful reproduction of music. It was added a 7-2 preference was shown for WBS reproduction of speech, a 12-1 preference for WBS pressings and a 4-1 preference on shipping and delivery service.

Riot Over Molar

ROLAND BRADLEY, of the production department of KOMO, Seattle, recently had a toothache and couldn't sleep. Drug stores were closed. Finally, however, Bradley found an apothecary working overtime behind locked doors. He started pounding on the shop window; passersby learning of his plight cooperated and pounded with him. The astonished proprietor sensed a riot, called police. A squad car wheeled up, Bradley pointed to his swollen jaw, and the police started pounding on the window with the others. Finally the druggist fearfully opened up. And Bradley got relief for the toothache.

Bounty on Spot

P. LORILLARD Co., New York, on Dec. 12 started its first program series for Bounty cigarette tobacco on WNEW, New York, following an announcement test on WWL, New Orleans, last July. Program, titled *Bound-T Ranch*, features Arizona Red and Western music, Tuesday, Thursday and Saturday, 7:30-7:45 p.m. Agency is Lennen & Mitchell, New York.

Tales of the Famous

PHILIP MORRIS & Co., New York (cigarettes) has replaced the tall story dramatizations heard as part of the weekly *Breezing Along* program on NBC-Blue with *Pipe Dreams*, a feature dealing with success stories of famous persons, as narrated by David Ross.

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Awards of Cash Featured in Many Quiz Broadcasts

Prizes From $1 to $1,000 Are Given on Network Programs

NATIONAL advertisers on the three major networks are giving away cash prizes ranging from $1 to $1,000 to listeners sending in questions and to contestants from the studio audiences taking part in the many "quiz" type programs which are currently on the air and which have been steadily growing in popularity during the past year. The quiz broadcasts and the cash prizes given follow.

NBC

Dr. I.Q., Mars Inc. (candy bars)—Each listener sending in three sets of right or wrong statements gets $50, if used. For descriptions of famous persons used, listeners get $50, and $50 is paid member of studio audience guessing identity after first clue with reductions if further clues are needed. Correct answers to questions win varying cash awards. (NBC-Red)

Fred Allen's Town Hall, Bristol-Myers Co. (Ipana, Sal Hepatica)—$50 for the best opinion sent in on the "question of the week". (NBC-Red)

Grouch Club, General Mills (Corn Kix)—First prize $500 for best "grouch" sent in. Fifty $10 prizes for others accepted in a special offer during December. (NBC-Red)

Information Please, Canada Dry Ginger Ale—Each question used on program wins sender $5. Additional $10 and set of the Encyclopedia Britannica if the question stumps the experts. (NBC-Blue)

Kay Kyser's College of Musical Knowledge, American Tobacco Co. (Lucky Strikes)—Six candidates from studio audience. First prize of $35, second of $20. Four prizes of $10 each. Each contestant gets carton of Luckies, and each member of studio audience gets a pack of Luckies. (NBC-Red)

Melody Marathon, Ohio Oil Co.—Listeners submit musical questions. Those used win $2 if on official blank, $1 if not. Dealer gets $2 for issuing blank for questions used. (NBC-Blue)

Paul Wing's Spelling Bee, Cummer Products Co. (Energine)—Teams of five participants. First prize of $50 watch, second of $20 watch, third of $10 in cash, fourth of $5. Each participant gets package of Energine products. (NBC-Red)

Pot O' Gold, Lewis-Howe Medicine Co. (Tums)—Person telephoned, chosen by chance, gets $1,000. If no one answers phone, money carries over to next week. (NBC-Red)

Quicksilver, Lewis-Howe Medicine Co. (Tums)—Riddles used on program win sender $5. $1 paid studio contestants giving wrong answers; $5 or more for correct answers depending on cash left over from previous programs. (NBC-Blue)

True or False, J. B. Williams Co. (shaving cream)—Two teams of six contestants. $25 first prize. Each contestant gets "I.Q." game and $5. (NBC-Blue)

Uncle Jim's Question Bee, G. Washington Refining Co. (coffee)—Listeners send in questions, get can of coffee for questions used. Six contestants, $25 for highest score, and each gets coffee and Instant Broth supply. (NBC-Blue)

Uncle Walter's Dog House, Brown & Williamson Tobacco Co. (Raleigh tobacco)—Winner gets $50 for best "dog house" story of the week. Next 11 stories win pipe and tobacco. (NBC-Red)

We, the Wives, Quaker Oats Co. (Farina)—Sender gets $10 for used question. Husbands and wives form teams. $25 in cash given out during broadcast at rate of $1 for each question answered correctly. Money divided among winning team if left over. (NBC-Red)

What's My Name, Procter & Gamble Co. (Oxydol)—$10 for each entry used. Contestants guess identities. $10 for correct answer after first clue, $9 for second clue, etc. $5 if question not answered correctly. Each contestant get's "What's May Name" game. (NBC-Red)

Youth vs. Age, Wm. R. Warner Co. (Vince)—$2 for questions used on program to senders. Four youngsters and four oldsters for teams. $10 to each member of winning team. $5 to losers. (NBC-Blue)

Only NBC quiz program not offering cash prize is *Battle of the Sexes*, Cummer Products Co. (Molle). Winning team members receive Bulova watches, losing team members get Westfield watches. All get tubes of Molle shaving cream. (NBC-Red)

CBS

Ask-It-Basket, Colgate-Palmolive-Peet Co. (shaving cream)—Studio contestants get prize of $25, $10 and $5 with awards of $1 to members of audience answering when contestants fail.

Professor Quiz, Procter & Gamble Co. (Teel)—$25 to persons sending in best five questions used, plus bottles of Teel and "Professor Quiz" games to contestants.

MBS

Name Three, Philip Morris & Co. (Dunhill cigarettes)—Listeners get $6 for three-part questions used. Contestant gets $2 for each part correctly answered. If contestant can't answer, becomes "jackpot" question for all contestants. Money to next broadcast if not answered at all.

Quizie-Doodle Contest, Mennen Co. (shaving cream)—$100 offered on each program, questions varying in value. If contestant answers correctly, he gets money, if not sender gets money. Also $25 for best "daffynitions" submitted, and $5 for five best questions sent in.

W-B-I-C
GREENSBORO
N.C.

HOLIDAY spirit prevails at the new transmitter house of WBIG, Greensboro, N. C., with Santa and reindeer cavorting above the modernistic doorway of the attractive structure built by Manager Edney Ridge.

DuMont's Television System Is Shown In Demonstration to Radio Engineers

By BRUCE ROBERTSON

THE DuMONT system of television transmission and reception, which differs in several particulars from the system approved by the Radio Manufacturers Assn. and now used by NBC and CBS, was demonstrated Dec. 8 to three members of the FCC staff and a group of some 50 television engineers.

The FCC representatives were E. K. Jett, chief engineer; Andrew D. Ring, assistant chief engineer, and William H. Bauer, FCC senior attorney. Demonstration, conducted by Allen B. DuMont, consisted of two sessions, one in the Allen B. DuMont Laboratories at Passaic, N. J., and the other in Mr. DuMont's residence, about seven miles distant.

Flicker Problem

At the danger of over-simplifying a highly technical subject, the essence of the DuMont system may be termed an attempt to reduce the standard RMA video transmission of 30 frames per second, with 60 interlaced fields per second, to 15 frames per second, and 30 interlaced fields.

Result would be either an increase in definition (number of scanning lines on the image), producing pictures with more detail on the receivers if the present 6-megacycle television broadcasting band for each station is maintained, or keeping the same definition of 441 lines which the RMA has accepted as satisfactory, but reducing the width of the band to 3 megacycles. This reduction would permit a doubling in the number of bands available, and consequently in the number of television transmitters that could be operated in any locality, and would also tend to decrease the cost of receivers to the public.

Difficulty in achieving acceptable images by the DuMont system is that the less frequent images tend to produce a disturbing flicker on the receiver screen, necessitating the use of a new kind of florescent substance on the screen that will hold over the image for 1/15 second to eliminate this flicker and produce a steady picture. Several tubes were demonstrated, of which the most successful in reducing the flicker and producing a sustained image colored the picture a vivid golden yellow, which to this observer, at least, was less pleasant than the black and white images of the RMA standard sets, despite the fact that the DuMont pictures were of 625-line definition in contrast to the 441 lines of the others. Mr. DuMont stated, however, that progress to date had convinced him that achieving a black and white image tube for reception via his system is a problem that will easily yield to further research.

Mr. DuMont's contention is that instead of setting any standard definition or set number of scanning lines, the FCC should allow experimentation to continue on various standards, and protect the public from purchasing receivers and then discovering that they could tune in some stations but not others by requiring all transmitters to broadcast a sweep signal which a universal television receiver can pick up and reproduce clearly, regardless of the number of scanning lines used at the studio.

Among those attending the demonstration were O. B. Hanson, vice-president and chief engineer of NBC; Peter C. Goldmark, chief television engineer of CBS, and J. R. Poppele, chief engineer of WOR, Newark.

Out of Poise

RAY GAUDIN, engineer of WWL, New Orleans, in broadcasting a recent prize fight with Henry Dupre from the Coliseum Arena became so excited that he jumped into the air shouting "Kill that lousy bum"—which not only went on the air but at the same time jerked Mr. Gaudin's head forward, almost breaking his neck because he had neglected to disconnect his ear phones before his thoughtless lunge.

The Other Fellow's VIEWPOINT

A Case of Math

EDITOR, BROADCASTING:

Before the advertising Einsteins start to confound you with corrections, I'd like to point out two careless mathematical errors appearing in our CBS "Rip Off the Mask!" ad [BROADCASTING, Dec. 1]. I make the corrections here for the record. The errors, simple but irritating, do not affect either the accuracy of the headlines or conclusions of the message.

The ad reveals (in an unusually rigid test of the sales impact of a radio program) that among *known listeners* to a particular CBS program, 181 families use the sponsor's brand, for every 100 known listeners using the next competing brand. A differential of 81% in favor of radio.

In the "explanatory" paragraph that went with the charts, the text reported 195 families used the sponsor's product—when it should have said 181 families, to conform with the chart, the headline and the facts. And we quoted an 89% differential in favor of radio, in the same note, instead of the correct figure, 81%, used in the headline.

In the same table, in the comparison between *non*-listeners using the sponsor's brand and *non*-listeners using a competing brand, the chart showed that 107 of the non-listeners use the sponsor's brand, against 100 non-listeners using a competing brand. But the "explanatory" paragraph quotes a figure of 105 non-listeners using the sponsor's brand instead of 107.

Don't ask me how these errors happened. They just did. And I'd appreciate your giving them this space to keep accurate the record of BROADCASTING's advertising columns, and Columbia's advertisements. And to take any blemish off an otherwise remarkable radio case-history.

VICTOR M. RATNER
Director of Sales Promotion
CBS, New York
Dec. 8, 1939.

Annual Cardiac Benefit

WOR, Newark, and WMCA, New York, on Dec. 10 broadcast special programs of speeches by prominent members of stage, screen, politics and civic life at the annual dinner of the McCosker-Hershfield Cardiac Foundation, held at the Hotel Plaza, New York. The foundation was started in 1937 jointly by Alfred J. McCosker, president of WOR and chairman of the board of MBS, and Harry Hershfield, noted humorist and cartoonist, for the hospitalizing of needy cardiac cases.

A STATEMENT OF POLICY

We have now completed our first urban analysis.

We believe that the industry will agree that the sample of 25 separate coincidental surveys made in cities with an aggregate trading zone population of 6,765,079* is adequate.

We expect to continue at regular intervals a re-auditing of listening habits in WLW-land using these same cities as a base.

We feel that the degree to which we can improve our service increases with the exactness of the knowledge we are accumulating through these studies.

We do not think of WLW only in terms of its huge number of strictly-urban listeners, but, in these test cities alone, we definitely know what we are doing among 6,765,079* people.

WLW average weekly listening audience in 25 urban markets—

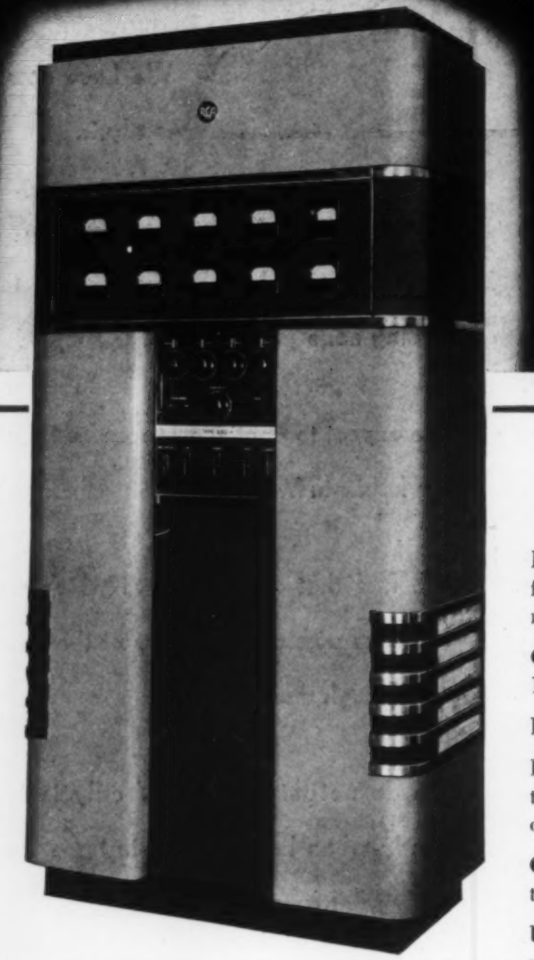
Cincinnati, Ohio	**51.8%**
Charleston, W. Va.	**36.8%**
Columbus, Ohio	**39.6%**
Dayton, Ohio	**49.9%**
Fort Wayne, Ind.	**34.7%**
Indianapolis, Ind.	**33.8%**
Kokomo, Ind.	**53.3%**
Lexington, Ky.	**47.3%**
Lima, Ohio	**53.0%**
Louisville, Ky.	**11.3%**
Muncie, Ind.	**62.4%**
Newark, Ohio	**69.2%**
Springfield, Ohio	**63.9%**
Anderson, Ind.	**70.8%**
Huntington, W. Va.	**50.2%**
Ironton, O., & Ashland, Ky.	**54.1%**
Marion, Ind.	**55.0%**
Marion, Ohio	**48.8%**
Portsmouth, Ohio	**47.6%**
Zanesville, Ohio	**45.2%**
Terre Haute, Ind.	**31.7%**
Richmond, Ind.	**73.4%**
Bloomington, Ind.	**51.1%**
Mansfield, Ohio	**54.2%**
Lancaster, Ohio	**56.4%**
AVERAGE FOR 25 MARKETS	**41.9%**

*ABC Trading Zone Areas as listed in Standard Rate and Data.

WLW THE NATION'S *most "Merchandise-Able"* STATION

They let their CONFIDENCE be their Guide

Sight Unseen . . . Sound Unheard . . . Broadcasters buy entire factory order of New RCA 250 watt transmitter



IN THIS TROUBLED WORLD where treaties are scraps of paper...where discord, distrust, and discontent are everyday headlines... we believe you will find this report of good-will and confidence as refreshing as we did.

No broadcaster ever saw an RCA 250-K Transmitter. No broadcaster ever heard an RCA 250-K. Nevertheless, broadcasters had such confidence in RCA engineering that they purchased the entire factory order of this new 250 watt transmitter...sight unseen, sound unheard.

RCA tries to merit confidence of this nature through the application of sound fundamentals of good engineering practice. Ours is a constant and studied effort to design and build the best possible equipment at the right price...We would welcome an opportunity to be of service to your station. We are confident that the engineering resources of RCA will find the correct solution to any problem you may have.

Use RCA Tubes in Your Station For Reliable Performance

Specifications of the RCA 250-K

Frequency Response: Flat within ± 1.5 DB from 30 to 10,000 cycles at any percentage of modulation from 0 to 95.

Operation: Three power outputs, 100, 250, 100/250 Watts.

Frequency Range: 550-1600 KC.

Fidelity: Stabilized feedback reduces distortion to less than 3% RMS between 50-7500 cycles up to and including 95% modulation.

Carrier Noise Level: At least 60 DB below the level for 100% modulation—unweighted.

Utilizes power change switch and equipment where required.

High level class B modulation.

Uses RCA "V"-Cut Crystals.

All meters at eye level for convenience in reading.

Low Maintenance: Uses minimum number of inexpensive tubes.

RCA Broadcast Equipment

RCA Manufacturing Co., Inc., Camden, N. J. • A Service of the Radio Corporation of America

New York: 1270 Sixth Ave. • Chicago: 589 E. Illinois St. • Atlanta: 530 Citizens & Southern Bank Bldg. • Dallas: Santa Fe Bldg. • San Francisco: 170 Ninth St. • Hollywood: 1016 N. Sycamore Ave.

BROADCASTING
Broadcast Advertising

1939

YEAR BOOK

NUMBER

●

ANNUAL SUBSCRIPTION $3.00 INCLUDING YEAR BOOK NUMBER

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1939

KSD

in St. Louis

17 YEARS OF FAITHFUL SERVICE TO RADIO LISTENERS

Has a Greater Daytime Population Coverage Area Than Any Other St. Louis Broadcasting Station.

NBC Basic
Red Network

1922

The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

RECEIVED
SEP 6 1933
MIAMI UNIVERSITY
LIBRARY

A CHARTED COURSE
to New England Markets . . .

JUST as a mariner pilots his vessel according to the chart, steering clear of reefs and following safe channels to harbor, so you can chart the course of your sales and advertising campaign in New England.

Through its 16-station facilities, The Colonial Network will take your sales messages directly to the important trading centers you wish to reach and which together comprise the vast, rich and active New England market.

The sixteen stations of The Colonial Network are situated in urban localities all the way from southern Connecticut and Rhode Island to northern Maine. They provide direct coverage at low cost in more markets over a wider area than any other network serving New England.

WAAB	Boston	WFEA	Manchester
WEAN	Providence	WNBH	New Bedford
WICC	Bridgeport New Haven	WLLH	Lowell Lawrence
WTHT	Hartford	WATR	Waterbury
WNLC	New London	WLNH	Laconia
WSAR	Fall River	WRDO	Augusta
WSPR	Springfield	WCOU	Lewiston Auburn
WHAI	Greenfield		
WLBZ	Bangor		

The COLONIAL NETWORK

21 BROOKLINE AVE. BOSTON, MASS.

EDWARD PETRY & CO., INC., *Exclusive National Sales Representatives*

Published semi-monthly, 25th issue (Year Book Number) published in February by **Broadcasting Publications, Inc.**, 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

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Pall Mall Famous Cigarettes present

Eddy Duchin and his Orchestra

MONDAY EVENING . . .
9:30 to 10 E. S. T. . . .
RED NETWORK

PALL MALL wishes to thank the managers of the following stations for their co-operation toward the success of this distinguished program:

Station	City
WWNC	Asheville, N. C.
WFBR	Baltimore, Md.
WNAC	Boston, Mass.
WBEN	Buffalo, N. Y.
WSOC	Charlotte, N. C.
WCSC	Charleston, S. C.
WCKY	Cincinnati, Ohio
WTAM	Cleveland, Ohio
WWJ	Detroit, Mich.
WOOD	Grand Rapids, Mich.
WTIC	Hartford, Conn.
WJAX	Jacksonville, Fla.
WLAK	Lakeland, Fla.
WIOD	Miami, Fla.
WEAF	New York, N. Y.
WTAR	Norfolk, Va.
KYW	Philadelphia, Penn.
WCAE	Pittsburgh, Penn.
WCSH	Portland, Me.
WJAR	Providence, R. I.
WPTF	Raleigh, N. C.
WMBG	Richmond, Va.
WHAM	Rochester, N. Y.
WGY	Schenectady, N. Y.
WSYR	Syracuse, N. Y.
WFLA-WSUN	Tampa, Fla.
WRC	Washington, D. C.
WDEL	Wilmington, Del.
WTAG	Worcester, Mass.
WMAQ	Chicago, Ill.
WHO	Des Moines, Iowa
WEBC	Duluth, Minn.
WGBF	Evansville, Ind.
WGL	Ft. Wayne, Ind.
WIRE	Indianapolis, Ind.
WDAF	Kansas City, Mo.
WIBA	Madison, Wis.
WTMJ	Milwaukee, Wis.
KSTP	Minneapolis-St. Paul, Minn.
WOW	Omaha, Neb.
KSD	St. Louis, Mo.
KOA	Denver, Col.
KDYL	Salt Lake City, Utah
KERN	Bakersfield, Cal.
KMJ	Fresno, Cal.
KFI	Los Angeles, Cal.
KGW	Portland, Ore.
KFBK	Sacramento, Cal.
KFSD	San Diego, Cal.
KPO	San Francisco, Cal.
KOMO	Seattle, Wash.
KHQ	Spokane, Wash.
KWG	Stockton, Cal.

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Before you buy
... borrow the Blind Goddess' Scales

OHIO
INDIANA
WHAS
KENTUCKY

DURING the next year you will doubtless use this book more than once in connection with buying radio time.

When you come to consider the Louisville market, we ask just one thing—that you borrow the scales of the blind goddess and weigh media in relation to market.

Gauge first the market in its entirety—a market that encompasses most of Kentucky, sizable and wealthy portions of Indiana and Ohio as well. Here live 4,932,307 people, 1,267,519 families. Here are owned 904,999 radio sets, 962,233 automobiles. Here is spent, annually, $2,738,119,583!

This vast and wealthy market lies completely within the WHAS primary listening area, is reached and covered every day by WHAS advertisers. Because of its central location WHAS is the logical station to cover this complete market.

When you have weighed two billion dollars, you will agree that here is a market rich in sales opportunity. We believe you will also consider it too important for half measures, that you will choose the medium which can and does deliver all of it at once and at low cost.

WHAS

COURIER-JOURNAL AND
LOUISVILLE TIMES STATION

50,000 WATTS — **CBS** — CLEARED CHANNEL

EDWARD PETRY & CO., *National Representatives*

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KSD

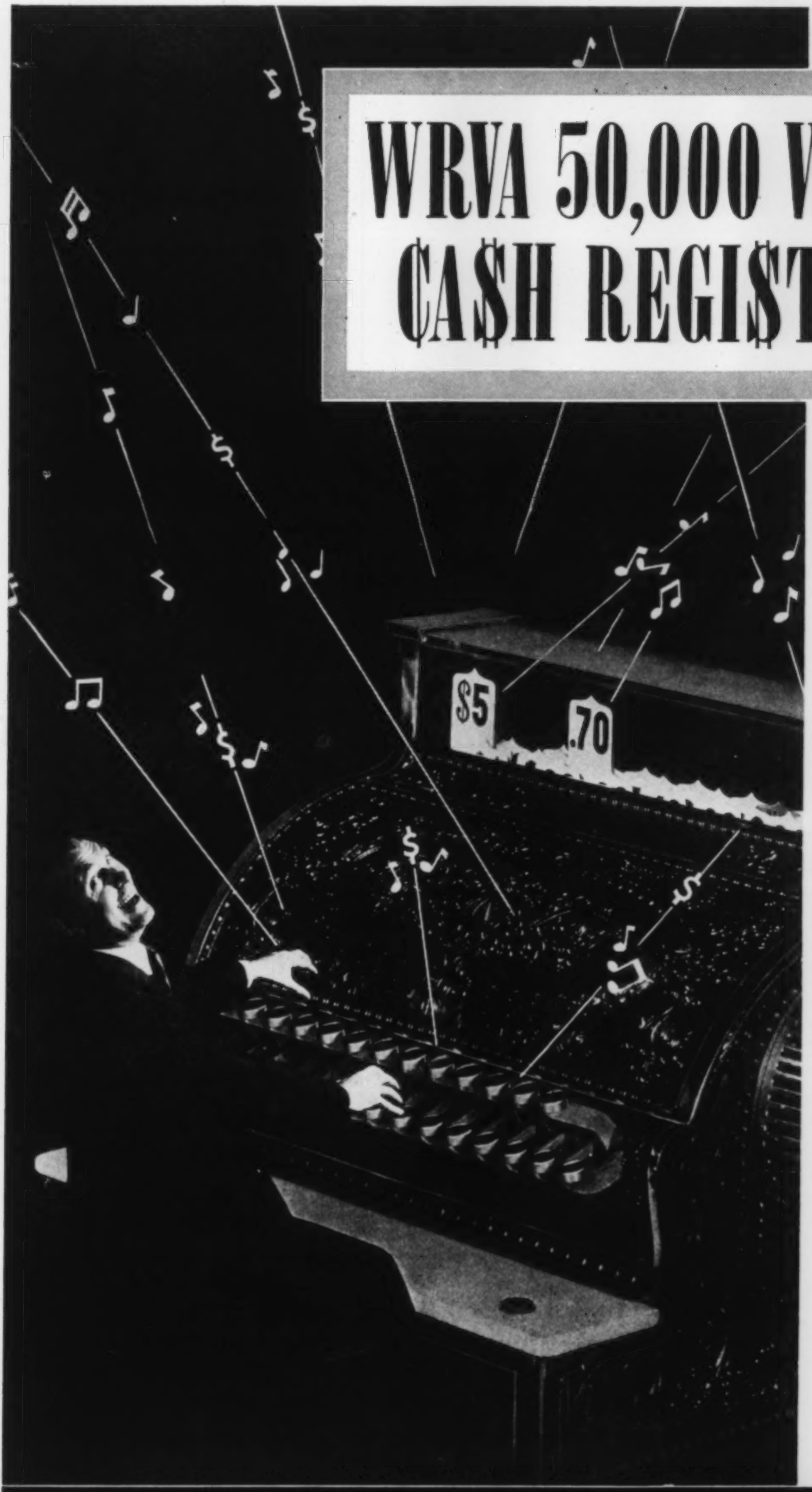
First in St. Louis

To Establish a Rigid Protection to Listeners Against the Unworthy!

Since KSD put the first programs on the air the welfare of listeners has unremittingly been guarded against the unworthy. When advertisers became air-minded and began to offer commercial messages, KSD established and has continued a rigorous censorship. Today, it is generally acknowledged that commercial broadcasts over KSD must meet high standards of ethics—a protection which listeners and advertisers appreciate.

THE DISTINGUISHED BROADCASTING STATION

WRVA 50,000 WATTS MAKE ¢A$H REGI$TER$ $ING!



VIRGINIA'S **ONLY** 50,000 WATT STATION GIVES YOU **MANY** MARKETS AT THE COST OF ONLY **ONE!**

IT PAYS—in every way—to use WRVA, because **only** this radio station (with its new 50,000 watt power) provides such thorough coverage of Richmond and the rich Tidewater area in this great State.

Although located near Richmond, Virginia, WRVA's popularity helps sell the dealers as well as the customers throughout this broad area. That's why cash registers sing a song of sales!

Write, wire or 'phone for the naked truth about WRVA's new 50,000 watt coverage PLUS the bare facts about this rich and responsive market.

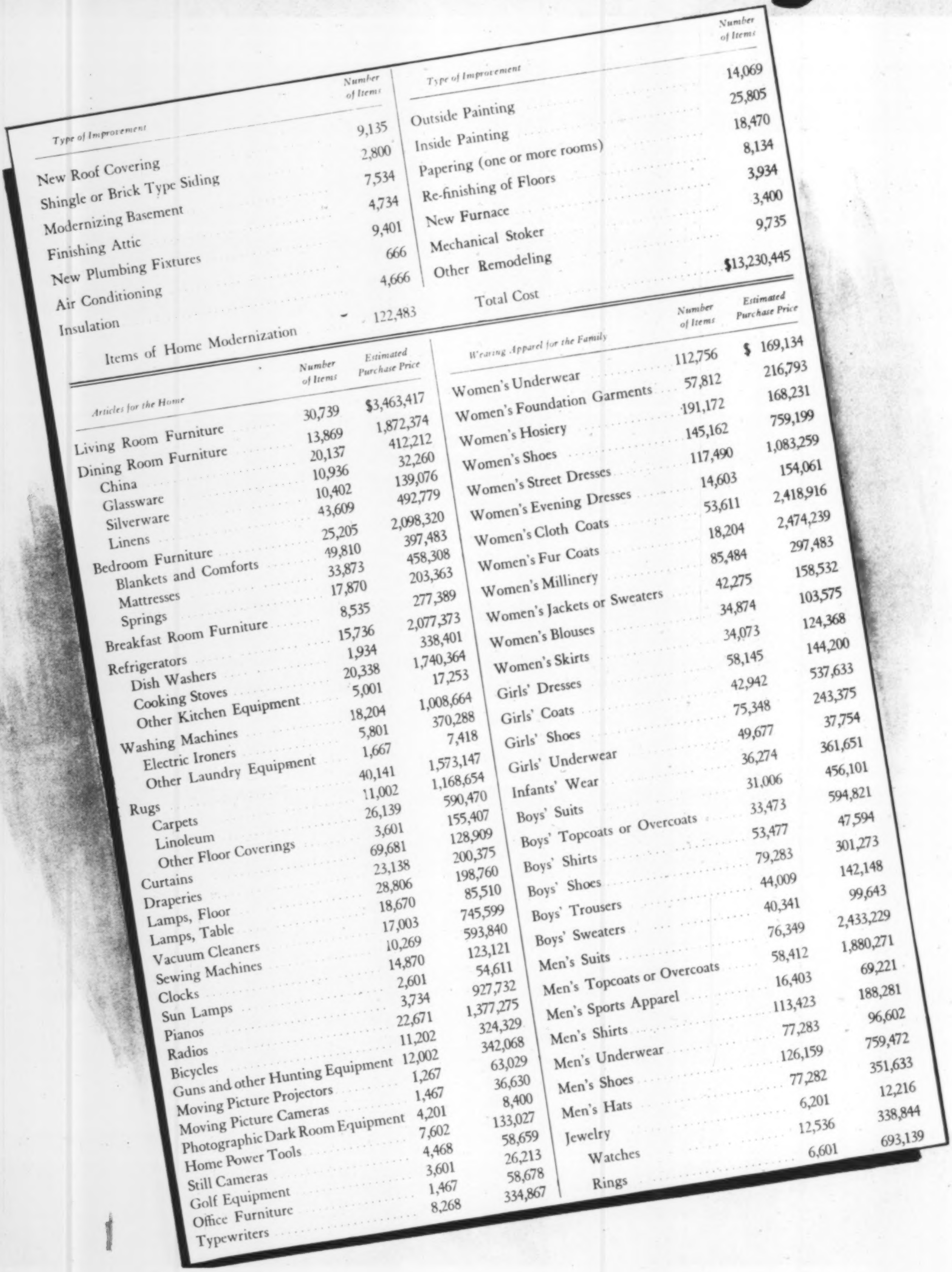
PAUL H. RAYMER COMPANY
National Representative
NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO

CBS WRVA

WRVA 50,000 WATTS

Detroiters Start '39 on

3



Type of Improvement	Number of Items
New Roof Covering	9,135
Shingle or Brick Type Siding	2,800
Modernizing Basement	7,534
Finishing Attic	4,734
New Plumbing Fixtures	9,401
Air Conditioning	666
Insulation	4,666
Items of Home Modernization	122,483

Type of Improvement	Number of Items
Outside Painting	14,069
Inside Painting	25,805
Papering (one or more rooms)	18,470
Re-finishing of Floors	8,134
New Furnace	3,934
Mechanical Stoker	3,400
Other Remodeling	9,735
Total Cost	$13,230,445

Articles for the Home	Number of Items	Estimated Purchase Price
Living Room Furniture	30,739	$3,463,417
Dining Room Furniture	13,869	1,872,374
China	20,137	412,212
Glassware	10,936	32,260
Silverware	10,402	139,076
Linens	43,609	492,779
Bedroom Furniture	25,205	2,098,320
Blankets and Comforts	49,810	397,483
Mattresses	33,873	458,308
Springs	17,870	203,363
Breakfast Room Furniture	8,535	277,389
Refrigerators	15,736	2,077,373
Dish Washers	1,934	338,401
Cooking Stoves	20,338	1,740,364
Other Kitchen Equipment	5,001	17,253
Washing Machines	18,204	1,008,664
Electric Ironers	5,801	370,288
Other Laundry Equipment	1,667	7,418
Rugs	40,141	1,573,147
Carpets	11,002	1,168,654
Linoleum	26,139	590,470
Other Floor Coverings	3,601	155,407
Curtains	69,681	128,909
Draperies	23,138	200,375
Lamps, Floor	28,806	198,760
Lamps, Table	18,670	85,510
Vacuum Cleaners	17,003	745,599
Sewing Machines	10,269	593,840
Clocks	14,870	123,121
Sun Lamps	2,601	54,611
Pianos	3,734	927,732
Radios	22,671	1,377,275
Bicycles	11,202	324,329
Guns and other Hunting Equipment	12,002	342,068
Moving Picture Projectors	1,267	63,029
Moving Picture Cameras	1,467	36,630
Photographic Dark Room Equipment	4,201	8,400
Home Power Tools	7,602	133,027
Still Cameras	4,468	58,659
Golf Equipment	3,601	26,213
Office Furniture	1,467	58,678
Typewriters	8,268	334,867

Wearing Apparel for the Family	Number of Items	Estimated Purchase Price
Women's Underwear	112,756	$ 169,134
Women's Foundation Garments	57,812	216,793
Women's Hosiery	191,172	168,231
Women's Shoes	145,162	759,199
Women's Street Dresses	117,490	1,083,259
Women's Evening Dresses	14,603	154,061
Women's Cloth Coats	53,611	2,418,916
Women's Fur Coats	18,204	2,474,239
Women's Millinery	85,484	297,483
Women's Jackets or Sweaters	42,275	158,532
Women's Blouses	34,874	103,575
Women's Skirts	34,073	124,368
Girls' Dresses	58,145	144,200
Girls' Coats	42,942	537,633
Girls' Shoes	75,348	243,375
Girls' Underwear	49,677	37,754
Infants' Wear	36,274	361,651
Boys' Suits	31,006	456,101
Boys' Topcoats or Overcoats	33,473	594,821
Boys' Shirts	53,477	47,594
Boys' Shoes	79,283	301,273
Boys' Trousers	44,009	142,148
Boys' Sweaters	40,341	99,643
Men's Suits	76,349	2,433,229
Men's Topcoats or Overcoats	58,412	1,880,271
Men's Sports Apparel	16,403	69,221
Men's Shirts	113,423	188,281
Men's Underwear	77,283	96,602
Men's Shoes	126,159	759,472
Men's Hats	77,282	351,633
Jewelry	6,201	12,216
Watches	12,536	338,844
Rings	6,601	693,139

Crest of Buying Wave

350,000 Families Tell How They Will Spend Over 135 Million Dollars Immediately

FROM A SURVEY MADE IN NOVEMBER, 1938

Make no mistake about it — Detroit is a key market for '39. Detroit householders, themselves, have dispelled any doubt about that. In an actual house-to-house survey to determine buying expectancy, made in November, 1938, Detroiters told a committee representing business and industry how much money they had to spend and how, and when, they were going to spend it. Among the immediate purchases mentioned were:

- **HOMES:** 7,535 families were planning to buy, or start construction of new homes to cost $47,142,000.
- **AUTOMOBILES:** 64,279 families were planning to buy new or used cars at an estimated cost of $32,139,500.
- **HOME REPAIRS:** Improvements covering 122,438 items of repair and modernization in their homes, and costing $13,230,445 were being planned by another group of Detroit home makers.
- **FURNITURE:** $16,253,220 was to be spent for furniture, rugs, floor coverings.
- **APPLIANCES:** $7,069,784 was to be spent for electrical appliances, such as refrigerators, washers, ironers, etc.
- **CLOTHING:** Women's clothing costing $9,090,752 was to be purchased . . . . .

Yes, Detroit offers a huge field for sales effort by those who want a BIG outlet for their goods. Detroit is America's fourth city in population, and besides, it is the dynamo behind the nation's great steel, glass, oil and mineral industries.

In Detroit, WWJ is the FIRST station in listener interest—a fact proven by every survey that has ever been made. WWJ offers advertisers the direct avenue of approach to the buying-power homes in this great market. But WWJ offers more than that: It offers, as well, the invaluable sales-building prestige which this station has gained through its *18-year-old* policy of *always* placing the listeners' interests first. If you have not already done so, make Detroit and WWJ "MUSTS" on your 1939 schedules, now.

WWJ

Owned and Operated by The Detroit News. Member NBC Basic Red Network

America's Pioneer Broadcasting Station

●

National Representatives

THE GEORGE P. HOLLINGBERY COMPANY

New York : Chicago : Detroit : Kansas City
San Francisco : Atlanta

"Mr. F & P is so helpful!"

HOW many jobs are there, piled up on your desk, that you haven't quite time to do? How many opportunities for making radio a more productive and consistent medium? How many demands for coverage studies, or market analyses, or program ideas?

Those are the jobs that F & P like *best.* So long as it's in the line of radio, there's almost nothing we won't do to be helpful to you. Scattered in strategic cities all over the United States, we have *six offices* which are awaiting an opportunity to serve you in every way you can suggest.

Give us one chance to demonstrate. The addresses are listed below!

Exclusive Representatives:

WGR-WKBW	Buffalo
WCKY	Cincinnati
WOC	Davenport
WHO	Des Moines
WDAY	Fargo
WOWO-WGL	Ft. Wayne
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
WMBD	Peoria
KSD	St. Louis
WFBL	Syracuse
Southeast	
WCSC	Charleston
WIS	Columbia
WPTF	Raleigh
WDBJ	Roanoke
Southwest	
KTUL	Tulsa
Pacific Coast	
KOIN-KALE	Portland
KSFO	San Francisco
KVI	Seattle-Tacoma

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

Pioneer Radio Station Representatives

CHICAGO
180 N. Michigan
Franklin 6373

NEW YORK
247 Park Ave.
Plaza 5-4131

DETROIT
New Center Bldg.
Trinity 2-8444

SAN FRANCISCO
One Eleven Sutter
Sutter 4353

LOS ANGELES
C. of C. Bldg.
Richmond 6184

ATLANTA
617 Walton Bldg.
Jackson 1678

BROADCASTING

and

Broadcast Advertising

1939 YEAR BOOK NUMBER

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Broadcast Advertising in 1938

By HERMAN S. HETTINGER, Ph.D.

Wharton School of Finance and Commerce, University of Pennsylvania

BROADCAST advertising net time sales in 1938, it is estimated, amounted to $122,890,000 out of a gross of $150,118,400. This is the greatest volume thus far to have been attained by the medium. It also represents, with the possible exception of 1932, the smallest gain over a preceding twelve-month period to have been experienced in radio. Net time sales during the year just closed were 4% greater than in 1937. Talent and program sales of stations and networks during the year were estimated roughly to have been about $15,000,000. It has been impossible to estimate miscellaneous income, which in 1937 accounted for approximately 2% of the receipts of the medium.

Net time sales during the year were as follows:

Radio Advertising Net Time Sales (1938)

Portion of the medium	*Net time sales* [1]	*Per cent total*
Nat. networks	$57,880,000	47.0%
Reg. networks	2,970,000	2.4%
Nat. & Reg. non-network	24,380,000	19.8%
Local	37,660,000	30.8%
Total	$122,890,000	100.0%

Gross time sales are the conventional form of stating dollar volume among media and are therefore necessary to a comparative picture of advertising. They are secured by multiplying the facilities sold by the single time rate charged for them. This procedure was employed in earlier issues of the *Yearbook* and, until the publication of the Census of Business radio advertising report in 1935, was the only practical form of estimating broadcasting volume. Gross time sales for 1938 are estimated as follows:

Radio Advertising Gross Time Sales (1938)

Portion of the medium	*Gross time sales 1938*	*1937* [2]
Nat. networks	$71,728,400	$69,612,482
Reg. networks	3,620,000	3,530,000
Nat. & Reg. non-network	34,680,000	33,000,000
Local	40,090,000	38,000,000
Total	$150,118,400	$144,142,482

Trends Within the Medium

Gains on the part of various portions of the broadcasting medium in general continued the trends which have been in evidence during the past several years, though at a greatly decelerated rate. National and regional non-network gross exceeded the 1937 level by 5.1%. National network volume increased 3% and that of regional networks 3%. Local broadcast advertising showed unexpected strength and gained 5.4%.

The increases in 1938 over the preceding year are to be compared to the following gains in 1937 over the previous 12-month period and reveal the extent to which the rise in radio advertising volume has slowed up: total broadcast advertising, 19%; national networks, 16%; regional networks, 4%; national and regional non-network, approximately 35%; local radio advertising, about 20%.

When broadcast advertising developments in 1938 are being evaluated, however, it should be remembered that the increases of the year were accomplished in spite of a severe business recession during the earlier months of the period and in the face of a general decline in advertising volume. Business revival in 1939, therefore, may conceivably lay the base for a greater relative growth of radio revenues during that year than during the one just completed.

Future Radio Advertising Volume

In spite of this possibility, 1938 trends seem to indicate that broadcast advertising is approximating the normal level which it can expect to attain on the basis of its comparative advantages as an advertising medium. If this is the case, any protracted future growth can result only from improvements in broadcast advertising technique or in the nature and efficiency of the available structure. A more effective non-network structure, as far as specialized functionaries are concerned, is a possible development which might result in further long-term growth of radio advertising volume. New program de-

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[1] Net time sales represent receipts from the sale of time following the deduction of cash discounts and discounts granted for frequency of use, but including agency commissions.

[2] Gross time sales for 1937 have been revised slightly from those published in the 1938 BROADCASTING *Yearbook* on the basis of more complete data available since publication.

RETAIL RADIO SALES IN THE UNITED STATES, 1922-1938

(Compiled for the 1939 BROADCASTING YEARBOOK by O. H. Caldwell, Editor of "Radio Today")

	Total Sets		Total Tubes Sold		Motor Car Sets		Grand Total; Sales of Radio Apparatus for Broadcast Reception	Homes with Radio Sets	Auto Sets in Use	Total Radio Sets in Use in U. S.
	Number	*Value*	*Number*	*Value*	*Number*	*Value*	*Value*	*Number*	*Number*	
1922	100,000	$5,000,000	1,000,000	$6,000,000	....	....	$60,000,000	60,000	....	†400,000
1923	550,000	15,000,000	4,500,000	12,000,000	....	....	136,000,000	1,000,000	....	†1,500,000
1924	1,500,000	100,000,000	12,000,000	36,000,000	....	....	358,000,000	2,500,000	....	3,000,000
1925	2,000,000	165,000,000	20,000,000	48,000,000	....	....	430,000,000	3,500,000	....	4,000,000
1926	1,750,000	200,000,000	30,000,000	58,000,000	....	....	506,000,000	5,000,000	....	5,000,000
1927	1,350,000	168,000,000	41,200,000	67,300,000	....	....	425,600,000	6,500,000	....	6,500,000
1928	3,281,000	400,000,000	50,200,000	110,250,000	....	....	690,550,000	7,500,000	....	8,500,000
1929	4,428,000	600,000,000	69,000,000	172,500,000	....	....	842,548,000	9,000,000	....	10,500,000
1930	3,827,800	300,000,000	52,000,000	119,600,000	34,000	$3,000,000	496,432,000	12,048,762	....	13,000,000
1931	3,420,000	225,000,000	53,000,000	69,550,000	108,000	5,940,000	300,000,000	14,000,000	100,000	15,000,000
1932	3,000,000	140,000,000	44,300,000	48,730,000	143,000	7,150,000	200,000,000	16,809,562	250,000	18,000,000
1933	3,806,000	230,099,000	59,000,000	49,000,000	724,000	28,598,000	300,000,000	20,402,369	500,000	22,000,000
1934	4,084,000	270,000,000	58,000,000	36,600,000	780,000	28,000,000	350,000,000	21,456,000	1,250,000	28,000,000
1935*	6,026,800	330,192,480	71,000,000	50,000,000	1,125,000	54,562,500	370,000,000	22,869,000	2,000,000	30,500,000
1936*	8,248,000	450,000,000	98,000,000	69,000,000	1,412,000	69,188,000	500,000,000	24,600,000	3,500,000	33,000,000
1937*	8,064,780	450,000,000	91,000,000	85,000,000	1,750,000	87,500,000	537,000,000	26,666,500	5,000,000	37,600,000
1938*	6,000,000	210,000,000	75,000,000	93,000,000	800,000	32,000,000	350,000,000	28,000,000	6,000,000	40,800,000

* Figures for sets include value of tubes in receivers. In recent years, replacement tubes have run about 40% of total tube sales. All figures are at retail values. † Includes home-built sets.

velopments and improved copy techniques might increase the efficiency of radio advertising with similar results. More effective retail advertising techniques in radio would be almost certain to increase local broadcast advertising volume. More scientific sale of the medium to all advertisers, including the development of a greater volume of standardized information regarding it—notably a basic concept and measure of station audience value—would be of assistance in the same direction.

In any event hereafter, radio may be expected to be more sensitive to fluctuations in the business cycle than it has been in the past.

Station Receipts

Broadcasting stations of various classes received approximately $86,000,000 from networks and advertisers for the use of their facilities, a gain of about 5% over the preceding year. Stations received in the neighborhood of 70% of the net time sales of the medium, a very slight increase in the proportion received by them in 1937. The relative percentage secured from network, national and regional non-network and local sources remained comparatively unchanged from the preceding year.

Complete data are not available regarding trends in revenues on the part of various classes of stations, but it would seem as if the most important increases occurred in the case of daytime local stations, high-powered regional stations and unlimited time local stations. Daytime local stations increased their advertising volume between 12% and 15%; high powered regional stations approximately 10%; full-time local stations between 9% and 10%. Unlimited time clear channel stations of 50 kw. power and up experienced an average gain of about 7%, while unlimited time regional stations, other than high-powered, seem to have increased their revenues no more than 2%.

Some evidence of a widening of the economic base of the medium is to be found in the fact that all classes of local stations seem to have increased their revenues by more than average amounts. The gain for local stations as a whole was approximately 10% as compared to a general increase of slightly less than 5%.

Geographic Distribution

While complete data again are not available on this point, there is ample reason to believe that most of the trends indicated in the article following this one for the period 1935-37 have continued during the year just closed. Only one exception is to be noted; the Pacific and Mountain States, which gained approximately 15% over 1937 following several comparatively dull seasons.

The second greatest gain was in the case of the East South Central and South Atlantic States, both of which increased their radio advertising volume in the neighborhood of 10%. The smallest relative increases occurred in the New England-Middle Atlantic-East North Central State region, where the average gain seems to have been no more than 1.5% to 2%. Increases in the remainder of the country were approximately average.

The smallest increase in advertising volume seems to have taken place in cities of 2,500,000 population and over. Available estimates indicate a probable gain of little more than 1.5%. Advertising revenues of stations in cities between 100,000 and 250,000 population rose in the neighborhood of 9% and those in communities of between 25,000 and 100,000 population about 7% to 8%. The greatest relative gain seems to have occurred on the part of stations situated in towns of from 10,000 to 25,000 population. The increase in this instance seems to have been in the neighborhood of 10% to 12%.

National Networks'
Gross Monthly Time Sales

See also pages 14-15

NBC

	1938	*% Gain over 1937*	*1937*
Jan.	$3,793,516	7.1%	$3,541,999
Feb.	3,498,053	6.1	3,295,782
March	3,806,831	5.3	3,614,283
April	3,310,505	1.0	3,277,837
May	3,414,200	6.2	3,214,819
June	3,208,569	6.6	3,003,387
July	2,958,710	9.3	2,707,450
Aug.	2,941,099	5.6	2,784,977
Sept.	2,979,241	4.5	2,850,581
Oct.	3,773,964	13.0	3,339,739
Nov.	3,898,919	15.3	3,381,346
Dec.	3,887,072	6.8	3,639,086
Total	$41,462,679	7.3%	$38,651,286

CBS

Jan.	$2,879,945	21.1%	$2,378,620
Feb.	2,680,335	18.4	2,264,317
March	3,034,317	18.5	2,559,716
April	2,424,180	— 5.4	2,563,478
May	2,442,283	— 4.6	2,560,558
June	2,121,495	—14.3	2,476,576
July	1,367,357	—31.2	1,988,412
Aug.	1,423,865	—27.2	1,955,280
Sept.	1,601,755	—21.0	2,028,585
Oct.	2,387,395	— 4.6	2,505,485
Nov.	2,453,410	— 7.6	2,654,473
Dec.	2,529,060	— 9.2	2,786,618
Total	$27,345,397	— 4.8%	$28,722,118

MBS

Jan.	$ 269,894	26.3%	$ 213,748
Feb.	253,250	9.0	232,286
March	232,877	— 5.9	247,431
April	189,545	— 5.3	200,134
May	194,201	25.6	154,633
June	202,412	72.4	117,388
July	167,108	64.7	101,458
Aug.	164,626	70.4	96,629
Sept.	200,342	50.8	132,866
Oct.	347,771	45.7	238,683
Nov.	360,929	39.7	258,357
Dec.	337,369	37.4	245,465
Total	$2,920,324	30.4%	$2,239,078

Since the discontinuance of the monthly statistics of radio advertising by type of sponsoring business in July 1937 by the National Association of Broadcasters, the only available information on this subject is with respect to national network volume.

Only scattered gains were experienced in the network field during the year just closed, though these included the principal categories of network advertisers. Cigar, cigarette and tobacco advertising increased 29.5% over the 1937 level. Drug and toilet goods volume rose 5.4%, foods and food beverages 22.5%, laundry soaps and housekeepers' supplies 25.7%. Other important gains included confectionery, gum and ice cream, 23.1%; shoes and leather goods, 45%.

Where Losses Occurred

The most important loss was in automotive advertising which declined 46.1%. Other decreases from the 1937 level were as follows: building materials, 47.0%; clothing, 20.5%; financial and insurance, 52.7%; house furnishings and furniture, 26.4%; jewelry and silverware, 65.2%; lubricants and petroleum products, 23.1%; paints and hardware, 22.3%; publishers, 37.1%; radios, phonographs and musical instruments, 43.0%.

A matter of considerable interest is the fact that network sponsorship is concentrating increasingly in a few product categories, principally the tobacco, food, drug, cosmetic and laundry soap fields. In 1938 these represented approximately 80% of network volume as compared to 71.1% in 1937. While these products are undoubtedly of the type which can benefit most from the mass coverage provided by network advertising, a widening sponsorship is desirable to the long run future growth of the medium.

National Network Broadcast Advertising By Kinds of Sponsoring Business: 1938[1]

(Gross Time Sales)

Kinds of Sponsoring Business	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec. (Estimated)	TOTAL[2]
1. Automotive Industry	$553,370	$524,706	$537,682	$390,406	$406,934	$357,454	$168,105	$161,644	$233,326	$273,680	$247,046	$50,115	$3,904,468
2. Building Materials	30,170	21,156	22,796	6,500	13,952	6,500	....	....	5,275	9,175	7,340	7,340	130,204
3. Cigars, Cigarettes & Tobacco	709,700	687,427	797,307	673,539	724,182	677,815	616,220	672,207	654,825	853,249	860,512	853,486	8,780,469
4. Clothing & Dry Goods	11,856	13,140	8,760	6,304	16,282	2,520	1,680	....	....	....	14,620	7,454	82,616
5. Confectionery, Gum & Ice Cream	227,625	214,600	251,268	247,292	248,444	216,422	123,409	101,876	75,157	83,477	105,578	121,033	2,016,181
6. Drugs & Toilet Goods	1,907,396	1,737,667	1,849,302	1,488,590	1,482,032	1,374,166	1,236,440	1,242,282	1,308,416	1,850,773	1,989,542	1,947,254	19,413,860
7. Financial & Insurance	61,533	48,187	53,785	35,785	21,840	27,300	21,840	27,300	21,060	19,305	26,475	21,360	385,770
8. Foods & Food Beverages	1,976,213	1,867,998	2,156,454	1,859,769	1,873,932	1,732,430	1,310,380	1,278,447	1,467,400	2,019,876	2,051,696	2,189,668	21,784,263
9. Garden & Field	172	688	688	688	....	....	....	....	....	....	....	....	2,236
10. House Furniture & Furnishings	91,728	65,434	72,528	91,600	86,608	72,092	9,692	....	....	48,304	38,732	166,689	743,407
11. Jewelry & Silverware	....	....	....	....	....	....	....	....	....	33,255	25,236	26,794	85,095
12. Lubricants, Petroleum Products & Fuel	305,023	288,214	312,511	241,331	232,000	199,369	206,392	190,487	214,040	342,323	339,559	161,649	3,032,898
13. Machinery, Farm Equipment	33,154	30,839	26,430	34,766	31,244	30,316	13,398	9,108	9,068	17,837	21,725	9,358	167,243
14. Office Equipment	....	....	....	....	....	....	....	....	....	....	....	....	....
15. Paints & Hardware	39,035	31,216	31,258	17,800	17,800	....	....	....	4,348	42,172	46,026	44,678	274.333
16. Radios, Phonographs & Musical Instruments	201,842	144,722	95,216	64,291	76,581	61,490	77,666	79,174	64,583	67,723	67,922	192,370	1,193,580
17. Schools & Correspondence Courses	3,072	3,072	768	....	....	....	....	....	....	....	....	....	6,912
18. Shoes & Leather Goods	2,925	9,371	14,677	25,526	39,326	31,107	30,855	36,672	30,012	17,959	3,114	26,817	268,361
19. Laundry Soaps & Housekeepers' Supplies	634,070	600,112	682,388	625,572	661,896	646,916	579,952	623,992	611,485	625,766	674,153	657,886	7,624,188
20. Sporting Goods	....	....	....	....	....	....	....	....	....	....	....	....	....
21. Stationery & Publishers	64,413	60,912	60,628	34,616	29,926	10,514	33,064	26,964	34,284	41,703	45,753	27,894	470,671
22. Travel and Hotels	7,710	11,229	1,542	....	1,540	4,815	4,095	....	....	5,975	8,962	....	34,875
23. Wines & Beer	13,860	12,144	32,814	34,194	49,220	36,973	37,102	45,365	24,798	23,897	12,595	4,275	327,237
24. Miscellaneous	68,489	58,806	65,222	45,662	36,946	35,017	22,885	34,071	23,261	132,682	126,672	155,049	861,428
TOTAL	$6,943,356	$6,431,640	$7,074,024	$5,924,231	$6,050,685	$5,523.216	$4,493,175	$4.529,589	$4,781,338	$6,509,131	$6,713,258	$6,671,169	$71,590,295
Political Advertising													138,105
GRAND TOTAL													$71,728,400

[1] Figures are from the monthly network radio reports of Publisher's Information Bureau Inc. It was necessary to use preliminary estimates based on network sources to secure the December figures. [2] Annual figures furnished by networks and are regarded as accurate although December estimates do not reconcile.

1939
RADIO
OUTLINE

MAP

Size 31" x 21½". Meets specifications of advertising agencies and national radio advertisers. Locates all U. S. and Canadian stations; indicates number of stations per city; outlines and names each county, state and province; shows time zones; opposite side carries complete log of stations by state, city, call letters, frequency, power.

See Page
345
for Prices

How to pick a WINNER!

You ask:
"How about coverage?"

See new issue of "C B S Listening Areas." Briefly, the State of Rhode Island and 48 additional counties.

You ask:
"How about activity?"

WPRO covers every major special event in Rhode Island. During 1938, the State was covered by a network of wires giving WPRO scores of key-points for the origination of broadcasts. Schools, churches, theaters, amusement centers, civic buildings, from one end of the State to the other furnished the scene for WPRO broadcasts.

Early in 1939, WPRO broadcast exclusively the Governor's Inaugural Ball, and the Providence Mayor's Inauguration. The 1939 R. I. Department of Agriculture Convention will be conducted exclusively by radio—exclusively by WPRO.

Throughout the year, Rhode Island listeners pick WPRO as their "first" station and one important reason is coverage of all special events.

You ask:
"How about LOCAL business?"

The local business man knows his home-town's radio listening habits. WPRO has the majority of Providence radio advertisers as its clients.

LEADING–WINNING–

Out in front of the field! That's WPRO! A fast pace-setter in quality programming—deftly adding local color, local interest, to balance its CBS schedule. The station selected by the majority of Providence radio advertisers. The listeners' choice as well—as shown by both leading national audience surveys. In programs, audience, sponsors, WPRO is winning.

WPRO
in Providence

BASIC COLUMBIA STATION
630 KILOCYCLES

National Representatives: PAUL H. RAYMER CO., New York, Chicago, Detroit, San Francisco

Major Networks' Gross Billings by Advertisers: 1938

NBC Gross Billings

Procter & Gamble Co.	$4,860,155
Camay $658,218	
Chipso $445,396	
Crisco $507,954	
Dash $2,921	
Dreft $113,872	
Drene $514,472	
Ivory Flakes $701,930	
Ivory Soap $661,002	
Lava Soap $119,458	
Oxydol $597,977	
White Naptha Soap $536,955	
Standard Brands, Inc.	$2,670,467
Chase & Sanborn Coffee $965,434	
Foil Yeast for Health $168,093	
Royal Desserts, Yeast $375,299	
Tender Leaf Tea $544,363	
Yeast for Bread $219,829	
Royal Desserts $397,449	
General Foods Corp.	$2,519,220
Diamond Crystal Salt $28,656	
Grape Nuts $484,796	
Huskies $32,814	
Jello $651,441	
Log Cabin Syrup $108,512	
Maxwell House Coffee $836,814	
Post 40% Bran Flakes $376,187	
Sterling Products, Inc.	$2,486,452
Bayer Aspirin $414,553	
Cal-Aspirin $36,633	
Dr. Lyon's Toothpowder $815,264	
Haley's M-O $48,867	
Phillips Milk of Magnesia $273,984	
Phillips Milk of Magnesia Creams $143,202	
Phillips Milk of Magnesia & Face Cream $310,696	
Phillips M of M Toothpaste & Tablets $443,253	
American Home Products Co.	$1,683,340
Aero White $24,477	
Anacin $473,050	
Bisodol $475,304	
Edna Wallace Hopper Cosmetics $83,177	
Fly-Ded $40,021	
Freezone $39,708	
Hill's Cold Tablets $23,506	
Hill's Nose Drops $22,197	
Kolynos $188,559	
Louis Phillippe Cosmetics $184,752	
Old English Floor Wax $128,589	
Campbell Soup Co.	$1,565,637
Food Products $1,468,353	
Tomato Juice $97,284	
National Dairy Products Corp.	$1,466,957
Kraft $973,029	
Sealtest $493,928	
Miles Laboratories, Inc.	$1,387,906
American Tobacco Co.	$1,331,884
Lucky Strike Cigarettes $1,074,549	
Pall Mall Cigarettes $257,335	
General Mills, Inc.	$1,200,886
Cereals & Flour $823,459	
Corn Kix $68,343	
Sperry Flour Products $117,488	
Wheaties $191,596	
Bristol-Myers Co.	$942,930
Ipana-Sal Hepatica $708,012	
Vitalis $234,918	
Quaker Oats Co.	$878,068
Aunt Jemima Pancake Flour $247,720	
Puffed Rice & Puffed Wheat $159,926	
Quaker Oats $470,422	
Radio Corporation of America	$827,640
Institutional $804,939	
RCA-Manufacturing $22,701	
S. C. Johnson & Son, Inc.	$675,190
Brown & Williamson Tobacco Corp.	$656,306
Avalon Cigarettes $144,898	
Bugler Tobacco $30,584	
Kool & Raleigh Cigarettes $480,824	
Cities Service Co.	$638,205
Firestone Tire & Rubber Co.	$635,206
Farm Tractor Tires $32,472	
Tires & Tubes $602,734	
Sun Oil Co.	$631,667
The Andrew Jergens Co.	$622,277
Jergen's Lotion $206,373	
Woodbury Soap & Cosmetics $415,904	
Liggett & Myers Tobacco Co.	$571,015
Pillsbury Flour Mills Co.	$563,400
Carnation Co.	$560,872
Albers Brothers $47,232	
Carnation Milk $513,640	
Cummer Products Co.	$555,367
Energine $205,428	
Molle $349,939	
Philip Morris & Co. Ltd.	$526,664
Kellogg Co.	$496,404
Breakfast Food $231,784	
Krispies $264,620	
Lady Esther Ltd.	$459,397
B. T. Babbitt Inc.	$437,700
Lewis-Howe Co.	$419,840
General Electric Co.	$391,871
Stewart-Warner Corp.	$384,195
Alemite $128,065	
Radios $128,065	
Refrigerators $128,065	
Ralston-Purina Co.	$380,246
Ralston Cereal $186,950	
Ry-Krisp $193,296	
F. W. Fitch Co.	$364,563
Campana Sales Corp.	$364,298
Pacific Coast Borax Co.	$339,296
Pepsodent Co.	$339,260
All Products $282,320	
Antiseptic $56,940	
Lamont-Corliss & Co.	$305,536
Danya Hand Lotion $15,184	
Nestles Eveready Cocoa $14,976	
Pond's Creams & Face Powder $275,376	
Wander Co.	$304,952
Borden Co.	$301,459
Welch Grape Juice Co.	$267,080
Nehi Inc.	$247,792
Sherwin-Williams Co.	$231,409
Acme Paints $99,588	
S-W Paints $131,821	
Time Inc.	$220,023
Richfield Oil Corp.	$202,940
Grove Laboratories Inc.	$182,140
Macfadden Publications Inc.	$172,032
J. B. Williams Co.	$167,336
Goodyear Tire & Rubber Co.	$165,139
Wm. R. Warner Co.	$156,114
Packard Motor Car Co.	$146,220
National Biscuit Co.	$130,520
Biscuits $93,616	
Shredded Wheat $36,904	
Bowey's Inc.	$129,172
G. Washington Coffee Refining Co.	$129,001
Falstaff Brewing Corp.	$125,232
Princess Pat Ltd.	$123,580
Colgate-Palmolive-Peet Co.	$118,576
Vick Chemical Co.	$116,448
National Ice Advertisers Inc.	$114,456
Group of American Banks	$103,365
Regional Advertisers Inc.	$99,744
Drackett Co.	$93,984
Standard Oil Co., of California	$92,785
Swift & Co.	$88,487
Institutional $2,307	
Sunbrite Cleanser $86,180	
Emerson Drug Co.	$88,463
Servel Inc.	$86,532
Ward Baking Co.	$80,848
Richardson & Robbins	$79,823
Fels Co.	$78,493
Adam Hat Stores Inc.	$76,736
Larus & Brother Co.	$71,436
Penn Tobacco Co.	$69,769
Musterole Co.	$69,216
Household Finance Corp.	$67,770
Lambert Co.	$67,320
Allis-Chalmers Mfg. Co.	$67,236
C. F. Mueller Co.	$67,200
John Morrell & Co.	$65,651
Signal Oil Co.	$61,921
H. Fendrich Inc.	$59,712
Horlick's Malted Milk Corp.	$58,632
Political Advertisers	$54,369
Union Oil Co.	$53,172
Bif Fly Spray-Glass Cleaner $5,148	
Gas & Oil $48,024	
American Rolling Mill Co.	$52,962
Glass Container Ass'n of America	$51,155
Gilmore Oil Co.	$49,652
Packer's Tar Soap Inc.	$49,140
Canada Dry Ginger Ale Inc.	$48,276
Wesson Oil & Snowdrift Corp.	$45,552
Benjamin Moore & Co.	$42,924
Glidden Corporation	$42,078
Cardinet Candy Co.	$35,032
Gallenkamp Stores Co.	$30,420
S & W Fine Foods Inc.	$30,168
J. W. Marrow Manufacturing Co.	$28,028
Charles Gulden Inc.	$27,736
George W. Luft Co.	$24,024
Mennen Co.	$21,892
Ballard & Ballard Co.	$23,780
Flour $7,928	
Poultry & Dairy Feed $15,852	
Tidewater-Associated Oil Co.	$21,444
Modern Food Process Co.	$21,432
Thomas Cook & Son-Wagon Lits Inc.	$19,364
Pepperell Manufacturing Co.	$16,719
General Motors Corp. (Buick Division)	$13,158
Tillamook County Creamery Ass'n	$10,220
International Shoe Co. (Peters Division)	$10,062
Globe Grain & Milling Co.	$8,576
Vocational Service Inc.	$6,912
Griswold Manufacturing Co.	$5,764
Pittsburgh Coal Co.	$5,546
Nestle's Milk Products Inc.	$4,212
Charles B. Knox Gelatine Co. Inc.	$4,088
American Oil Co.	$3,541
American Radiator & S. S. Corp.	$3,200
Oxo Ltd.	$3,136
United Drug Inc.	$2,920
Pacific Guano Co.	$2,236
Johnson, Carvell & Murphy	$2,236
Local Loan Co.	$492

CBS Gross Billings

Lever Brothers Co.	$2,790,141
General Foods Corp.	2,720,386
Colgate-Palmolive-Peet Co.	1,779,439
Procter & Gamble Co.	1,310,707
American Tobacco Co.	1,283,826
William Wrigley Jr. Co.	1,241,705
Liggett & Myers Tobacco Co.	1,118,355
Ford Motor Co.	1,052,895
Chrysler Sales Corp.	1,003,612
R. J. Reynolds Tobacco Co.	1,000,184
Campbell Soup Co.	713,788
Continental Baking Co.	650,260
P. Lorillard Co.	644,905
Pet Milk Sales Corp.	594,013
General Mills, Inc.	557,035
Philip Morris & Co., Ltd.	463,380
U. S. Tobacco Co.	435,120
Texas Co.	405,265
Gulf Refining Co.	399,960
Lady Esther Co.	372,150
Coca Cola Co.	358,940
Nash-Kelvinator Corp.	345,334
Cudahy Packing Co.	340,767
U. S. Rubber Products Co.	304,155
Anacin Co.	297,697
Bayer Co.	282,254
Edna Wallace Hopper Inc.	267,194
E. I. duPont de Nemours & Co. Ltd.	250,455
Lambert Co.	242,395
H. J. Heinz Co.	225,960
Lehn & Fink Products Co.	219,494
Chesebrough Manufacturing Co.	211,050
Household Finance Corp.	208,320
Kolynos Sales Co.	193,433
Brewers' Radio Show Association	192,750
Kellogg Co.	192,724
Vick Chemical Co.	180,015
Griffin Manufacturing Co.	174,049
International Cellucotton Co.	166,665
Campana Sales Corp.	156,100
R. B. Davis Co.	154,020
McKesson & Robbins Inc.	150,150
Hudson Motor Car Co.	139,735
A. S. Boyle Co.	136,309
General Motors Corp.	130,615
Philco Radio & Television Corp.	129,360
Noxzema Chemical Co.	109,555
Zenith Radio Corp.	108,515
General Baking Co.	108,267
Barbasol Co.	106,600
International Silver Co.	85,095
Skelly Oil Co.	62,450
Penick & Ford Ltd.	62,060
Florida Citrus Commission	61,975
Phillips Petroleum Corp.	59,990
Joe Lowe Corp.	51,156
Carborundum Co.	43,405
Durkees Famous Foods	34,200
Rio Grande Oil Co.	27,725
F & F Laboratories	15,600
Penn. Publicity Commission	14,995
Euclid Candy Co.	14,080
Pure Oil Co.	13,829
Atlantic Refining Co.	13,050
Bayuk Cigars Inc.	12,870
Tidewater Associated Oil Co.	11,104
Brown & Williamson Tobacco Co.	10,834
Wilmington Transportation Co.	10,450
Cardinet Candy Co.	10,170
S & W Fine Foods	7,950
Mennen Co.	7,320
Holland Furnace Co.	5,827
Beneficial Management Corp.	5,823
Soil Off Manufacturing Co.	5,042
Roma Wine Co.	4,950
Tillamook County Creamery Assn.	4,305
Sales Affiliates Inc.	4,290
Ralston Purina Co.	3,660
California Prune & Apricot Growers Assn.	3,050
Tea Garden Products Co.	2,295
George W. Caswell Co.	2,145
Richfield Oil Corp.	536
Refrigeration & Air Conditioning Inst.	360
Political Advertisers	52,803

MBS Gross Billings

Bayuk Cigars, Inc.	$259,436
Gospel Broadcasting Assn.	182,842
Gordon Baking Co.	182,574
Ironized Yeast Co.	179,724
Lone Ranger (Cooperative Prog.)	149,550
General Mills	137,492
Cornkix, $16,920	
Wheaties, $120,572	
P. Lorillard Co.	99,948
Lutheran Laymen's League	94,034
Vadsco Sales Corp.	90,973
Philip Morris & Co.	78,310
Journal of Living Publications	72,166
J. B. Williams Co.	70,426
Wheeling Steel Corp.	68,215
Hecker Products Corp.	65,421
H-O, $41,350	
Silver Dust, $24,071	
Musterole Co. & E. W. Rose Co.	63,464
The Lambert Co.	58,108
Delaware Lackawanna & Western Coal Co.	53,872
Show of the Week (Local Coop. Program)	49,996
30 Min. in Hollywood (Local Coop. Program)	48,809
Brown & Williamson Tobacco Co.	48,650
Elizabeth Arden	41,958
Wheatena Corp.	38,257
American Tobacco Co.	37,866
Kellogg Co. (Pep cereal)	36,844
Green Hornet (Coop. Prog.)	36,452
Cudahy Packing Co.	31,721
General Shoe Corp.	29,353
Oakland Chemical Co.	28,750
Mennen Co.	26,926
Allis-Chalmers Mfg. Co.	24,130
Maine Development Comm.	23,754
Rocke News Syndicated Prog.	20,412
N. Y. State Democratic Committee	20,291
The Bosco Co.	17,517
Emerson Drug Co.	17,024
Lamplighter (Coop. Program)	14,297
Humphrey Homeo. Medicine Co.	12,761
Thos. Leeming & Co.	11,700
American Bird Products Co.	10,543
E. Fougera & Co.	10,050
R. B. Semler	9,620
Gambarelli & Davitto	9,255
Famous Jury Trials (Coop. Program)	8,169
Barbasol Co.	7,114
Varaday of Vienna Inc.	6,989
Slide Fasteners Inc.	5,880
John L. O'Brien Citizens Comm.	5,064
Atchison, Topeka & Santa Fe Ry. Co.	5,061
Admiracion Laboratories	4,144
Macfadden Publications	3,615
W. A. Sheaffer Pen Co.	2,835
Little Crow Milling Co.	1,400
Democratic National Committee	938
N. Y. County Republican Comm.	938
Non-Partisan Citizens Comm.	893
Special Cooperative Hookups	303,793

1938 Network Advertisers by Industries

	**NBC*	*CBS*	*MBS*	*Totals*
Automotive	$ 927,251	$ 2,976,346	$ 871	$ 3,904,468
Building Materials	56,162	5,827	68,215	130,204
Cigars, Cigarettes, Tobacco	3,286,786	4,969,474	524,209	8,780,469
Clothing	76,736	....	5,880	82,616
Confectionery, Beverages	331,100	1,676,051	9,030	2,016,181
Drugs & Toilet Goods	12,686,022	5,773,504	954,334	19,413,860
Financial & Insurance	171,627	214,143	....	385,770
Foods & Food Beverages	14,559,775	6,596,827	627,661	21,784,263
Garden & Field	2,236	....	....	2,236
House Furniture & Furnishings	743,407	....	....	743,407
Jewelry & Silverware	....	85,095	....	85,095
Lubricants & Fuel	1,983,534	993,909	55,455	3,032,898
Machinery, Farm Equipment	99,708	43,405	24,130	167,243
Paints & Hardware	274,333	....	....	274,333
Radios & Musical	955,705	237,875	....	1,193,580
Schools & Corres. Courses	6,912	....	....	6,912
Shoes & Leather	64,959	174,049	29,353	268,361
Laundry Soaps & Housekeepers' Supplies	4,491,316	3,077,079	55,793	7,624,188
Stationery & Publishers	392,055	....	78,616	470,671
Travel, Hotels, Amusements	19,364	10,450	5,061	34,875
Wines & Beers	125,232	192,750	9,255	327,237
Political	54,369	52,803	30,933	138,105
Miscellaneous	154,090	265,810	441,528	861,428
Totals	$41,462,679	$27,345,397	$2,920,324	$71,728,400

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*Combined Red and Blue.

Major Networks' Gross Billings by Agencies: 1938

NBC Billings by Agencies

Blackett-Sample-Hummert	$6,898,585
J. Walter Thompson Co.	4,192,162
Lord & Thomas	3,080,107
Compton Adv. Inc.	2,529,636
Young & Rubicam Inc.	2,505,961
Ward Wheelock Co.	1,565,637
Benton & Bowles Inc.	1,501,559
Wade Advertising Agency	1,383,741
Pedlar & Ryan	1,341,453
H. W. Kastor & Sons Adv. Co.	1,201,392
Stack-Goble Adv. Agency	1,001,999
B.B.D.O. Inc.	877,632
Needham, Louis & Brorby	675,190
Hays, MacFarland & Co.	648,815
Sweeney & James Co.	635,206
Roche, Williams & Cunnyngham	631,667
McCann-Erickson	625,441
Lennen & Mitchell	622,277
Erwin, Wasey & Co.	601,079
Newell-Emmett Co.	574,959
Hutchinson Adv. Co.	563,400
The Biow Co.	526,664
Gardner Adv. Co.	505,478
McKee & Albright	493,928
Warwick & Legler	455,936
Ruthrauff & Ryan	412,175
Maxon Inc.	391,871
The L. W. Ramsey Co.	364,563
Aubrey, Moore & Wallace	364,298
Arthur Kudner Inc.	350,329
N. W. Ayer & Son	284,746
James A. Greene & Co.	247,792
Sherman K. Ellis & Co.	240,774
Hixon-O'Donnell Adv.	202,940
Henri, Hurst & McDonald	189,019
Russell M. Seeds Co.	175,482
Weston Adv. Agency	117,488
Morse International	116,448
Donahue & Coe	114,456
Charles W. Hoyt Co.	107,559
The Wessel Co.	103,365
The Ralph H. Jones Co.	93,984
Glicksman Adv. Co.	76,736
Kenyon & Eckhardt	71,288
Lambert & Feasley	67,320
Bert S. Gittins Adv.	67,236
Gale & Pietsch	65,656
Logan & Stebbins	61,921
Botsford-Constantine & Gardner	59,872
McJunkin Adv. Co.	57,924
U. S. Adv. Corp.	51,155
J. M. Mathes	48,276
Fitzgerald Adv. Agency	45,552
C. Wendel Muench & Co.	42,078
Long Adv. Service	40,974
Tomaschke-Elliott	37,268
Federal Adv. Agency	36,904
Baker Adv. Agency	35,025
Emil Brisacher & Staff	30,168
Baggaley-Horton & Hoyt	28,028
H. M. Kiesewetter Adv. Agency	21,892
Clements Co.	21,432
L. D. Wertheimer Co.	15,420
Marschalk & Pratt	13,112
Dan B. Miner Co.	8,576
Critchfield & Co.	6,912
Walter Biddick Co.	6,880
Walker & Downing	5,546
Leon Livingston Adv. Agency	4,212
R. H. Alber Co.	4,196
Cockfield Brown & Co.	4,165
Wm. Esty & Co.	3,646
Joseph Katz Co.	3,541
Morgan, Reichner & Co.	3,284
Blaker Adv. Agency	3,200
Wylie C. Ellsworth Co.	3,200
Doremus & Co.	3,136
Lowe Features	3,096
D'Evelyn Wadsworth	2,920
William A. Ingoldsby Co.	2,236
Fisher, Zealand & Co.	1,769
Larson & Aurrecoechea	1,671
J. P. Muller & Co.	856
Scholts Adv. Service	688
Howard G. Hanvey	680
Theodor H. Segall Adv. Agency	424
Shattuck & Ettinger	344
Faraon Jay Moss	228
No agency (billed direct)	874,843

MBS Billings by Agencies

Erwin, Wasey & Co.	$397,393
Ivey & Ellington	259,436
Ruthrauff & Ryan	244,411
R. H. Alber & Co.	182,842
Young & Rubicam	182,574
Blackett-Sample-Hummert	137,492
Franklin Bruck Adv. Co.	110,926
Lennen & Mitchell	99,948
Radfield-Johnstone	98,805
Kelly, Stuhlman & Zahrndt	94,034
Biow Co.	91,071
J. Walter Thompson Co.	87,450
Critchfield & Co.	82,473
Russell M. Seeds Co.	75,615
Albert M. Ross	72,019
Lambert & Feasley	58,108
Scholtz Adv. Agency	53,742
Lord & Thomas	49,217
N. W. Ayer & Son	46,844
Cecil, Warwick & Legler	41,958
Rohrabaugh & Gibson	38,257

Network Billings by Agencies; 1938

Ranked in Order of Combined Gross Billings By NBC, CBS and MBS

Blackett-Sample-Hummert	$9,093,125
J. Walter Thompson Co.	5,320,608
Young & Rubicam	5,093,640
Benton & Bowles	4,800,399
Lord & Thomas	4,791,586
Ruthrauff & Ryan	4,015,959
Compton Advertising	3,107,788
Ward Wheelock Co.	2,258,425
Newell-Emmett Co.	1,693,314
Batten, Barton, Durstine & Osborn	1,588,554
Pedlar & Ryan	1,588,185
Lennen & Mitchell	1,500,635
N. W. Ayer & Son	1,397,535
Wade Advertising Agency	1,383,741
H. W. Kastor & Sons Adv. Co.	1,245,302
Gardner Advertising Co.	1,109,681
Erwin Wasey & Co.	1,105,072
Wm. Esty & Co.	1,096,359
Biow Co.	1,081,115
Stack-Goble Advertising Agency	1,007,060
Roche Williams & Cunnyngham	1,004,155
Neisser-Myerhoff	920,170
No Agency (Billed Direct)	879,157
McCann Erickson	836,851
Arthur Kudner	785,449
Needham, Louis & Brorby	675,190
Hays MacFarland & Co.	648,815
Sweeney & James Co.	635,206
Maxon Inc.	617,831
Hutchinson Advertising Co.	563,400
Aubrey Moore & Wallace	520,398
McKee & Albright (Now McKee, Albright & Ivey)	506,798
Cecil, Warwick & Legler (Now Warwick & Legler)	497,894
Lambert & Feasley	445,813
Buchanan & Co.	415,105
L. W. Ramsey Co.	366,063
D'Arcy Advertising Co.	358,940
Geyer, Cornell & Newell	345,334
Frances Hooper, Adv.	331,985
Campbell-Ewald Co.	299,655
Morse International	296,463
Ivey & Ellington	259,436
Russell M. Seeds Co.	251,097
Knox Reeves Advertising	247,993
James A. Greene & Co.	247,792
U. S. Advertising Corp.	243,905
Sherman K. Ellis & Co.	240,774
Hixson-O'Donnel Adv.	231,201
Henri, Hurst & McDonald	189,019
R. H. Alber Co.	188,538
Bermingham, Castleman & Pierce	174,049
Brooke, Smith & French	139,735
MacManus, John & Adams	130,615
Hutchins Advertising Co.	129,360
Westco Advertising Agency	117,488
Donahue & Coe,	114,456
Franklin Bruck Adv. Co.	110,926
Charles W. Hoyt Co.	107,559
Lawrence C. Gumbinner	107,412
Wessel Co.	103,365
Botsford, Constantine & Gardner	100,672
Redfield-Johnstone	98,805
Kelly, Stuhlman & Zahrndt	94,034
Ralph H. Jones Co.	93,984
Critchfield & Co.	89,385
Kenyon & Eckhardt	88,805
Bowman & Columbia	87,750
Glicksman Advertising Co.,	76,736
Bert S. Gittins, Advertising	67,236
Gale & Pietsch	65,656
Albert M. Ross	72,019
Brown & Tarcher	62,400
Logan & Stebbins	61,921
McJunkin Advertising Co.	57,924
H. M. Kiesewetter Adv. Agency	56,138
Scholts Advertising Service	54,430
Baker Adv. Agency	49,245
J. M. Mathes Inc.	48,276
Tomaschke-Elliott	47,438
Long Advertising Service	46,169
Fitzgerald Advertising Agency	45,552
C. Wendel Muench & Co.	42,078
Rohrabaugh & Gibson (Now C. M. Rohrabaugh & Co.)	38,257
Emil Brisacher & Staff	38,118
Federal Advertising Agency	36,904
Baggaley, Horton & Hoyt	35,017
Badger & Browning	29,353
Kleppner Co. Inc.	28,750
Walsh Advertising Co.	26,000
Cockfield, Brown & Co.	25,165
Brooke, Smith, French & Dorrance	23,754
Fishler, Zealand & Co.	23,100
Emil Reinhardt	22,008
Clements Co.	21,432
Walker & Downing	20,541
Rocke Productions	20,412
Flack Advertising Agency	20,360
Marschalk & Pratt	20,291
L. D. Wertheimer Co.	15,420
Sterling Advertising Agency	14,297
Sidney Garfinkel Adv. Agency	14,080
Leo Burnett Co.	13,829
Walter Biddick Co.	12,325
Weston-Barnett	10,543
Small & Seiffer	10,050
De Biasi Advertising Agency	9,255
Philip Klein Adv. Agency	9,030
Dan B. Miner Co.	8,576
Morgan Reichner & Co.	8,348
J. Ralph Corbett	8,169
Arnold & Chase	7,770
A. McKim Ltd.	6,920
G. Lynn Sumner	5,880
Albert Frank-Guenther-Law	5,823
Milton Weinberg Co.	5,370
C. Ellsworth Wylie Co.	5,150
Hillman-Shane Adv. Agency	5,042
Joe Lowe Agency	5,040
James Houlihan Inc.	4,950
MacLaren Advertising Co.	4,500
Leon Livingston Adv. Agency	4,212
Charles Dallas Reach	4,144
H. M. Frost Co.	4,125
Gillman Advertising	3,870
Joseph Katz Co.	3,541
Dowd-Ostreicher Inc.	3,325
Blaker Advertising Agency	3,200
Doremus & Co.	3,136
Lowe Features (Political)	3,096
D'Evelyn & Wadsworth	2,920
Shattuck & Ettinger	2,864
Larsen & Aurrecoechea	2,751
Lockwood-Shackelford Adv. Agency	2,730
William A. Ingoldsby Co.	2,236
Burton A. Osterhoudt	2,040
Gem Advertising Agency	1,913
Rogers & Smith	1,400
Kelly, Nason & Winsten	1,190
J. P. Muller & Co.	856
Mason L. Ham, Advertising	815
Howard G. Hanvey	680
Theodore H. Segall Adv. Agency	424
James R. Lunke	360
Ray Davidson	360
C. Brewer Smith Adv. Agency	290
Faraon Jay Moss Inc.	288

Roche, Williams & Cunnyngham	31,721
Badger & Browning	29,353
Klippner Co.	28,750
Batten, Barton, Durstine & Osborn	27,221
H. M. Kiesewetter	26,926
Brooke, Smith & Dorrance	23,754
Emil Reinhardt	22,008
Rocke Productions	20,412
Flack Adv. Agency	20,360
Fisher-Zealand Co.	20,291
Lawrence C. Gumbinner	18,954
Kenyon & Eckhardt	17,517
Sterling Adv. Agency	14,297
Wm. Esty & Co.	11,700
Weston-Barnett	10,543
Gardner Adv. Agency	10,400
Small & Seiffer	10,050
Buchanan & Co.	9,840
DeBiasi Adv. Agency	9,255
Philip Klein Adv. Agency	9,030
J. Ralph Corbett	8,169
Baggaley, Horton & Hoyt	6,989
G. Lynn Sumner	5,880
Morgan Reichner & Co.	5,064
Stack-Goble Adv. Agency	5,061
Charles Dallas Reach	4,144
Gem Adv. Agency	1,913
Marschalk & Pratt	1,831
No agency (billed direct)	1,639
L. W. Ramsey	1,500
Rogers & Smith	1,400

CBS Billings by Agencies

Ruthrauff & Ryan	$3,359,373
Benton & Bowles	3,298,840
Young & Rubicam	2,405,105
Blackett-Sample-Hummert	2,057,048
Lord & Thomas	1,662,262
Newell-Emmett Co.	1,118,355
William Esty & Co.	1,081,013
N. W. Ayer & Son	1,065,945
J. Walter Thompson Co.	1,040,996
Neisser-Myerhoff	920,170
Lennen & Mitchell	778,410
Ward Wheelock Co.	692,788
B. B. D. O. Inc.	683,701
Gardner Advertising Co.	593,803
Compton Advertising	578,152
The Biow Co. Inc.	463,380
Arthur Kudner Inc.	435,120
Buchanan & Co. Inc.	405,265
D'Arcy Advertising Co.	358,940
Geyer, Cornell & Newell	345,334
Roche, Williams & Cunnyngham	340,767
Frances Hooper Advertising	331,985
Lambert & Feasley	302,385
Campbell-Ewald Co.	299,655
Knox Reeves Advertising	247,993
Pedlar & Ryan	246,732
Maxon Inc.	225,960
McCann-Erickson	211,410
U. S. Advertising Corp	192,750
Morse International	180,015
Bermingham, Castleman & Pierce	174,049
Aubrey, Moore & Wallace	156,100
Brooke, Smith & French	139,735
MacManus, John & Adams	130,615
Hutchins Advertising Co.	129,360
Erwin, Wasey & Co.	106,600
Lawrence C. Gumbinner	88,458
Bowman & Columbia	87,750
Brown and Tarcher	62,400
H. W. Kastor & Sons Adv. Co.	43,910
Botsford, Constantine & Gardner	40,800
Hixson, O'Donnell	28,261
Walsh Advertising Co.	26,000
Cockfield, Brown & Co.	21,000
Walker & Downing	14,995
Baker Advertising	14,220
Sidney Garfinkel Adv. Agency	14,080
Leo Burnett Co.	13,829
McKee, Albright & Ivey	12,870
Tomaschke-Elliott	10,170
Emil Brisacher & Staff	7,950
Arnold & Chase	7,770
H. M. Kiesewetter	7,320
A. McKim, Ltd.	6,920
Albert Frank-Guenther-Law	5,823
Walter Biddick Co.	5,445
Milton Weinberg Co.	5,370
Marschalk & Pratt	5,348
Long Advertising Service	5,195
Hillman-Shane Adv. Agency	5,042
Joe Lowe Adv. Agency	5,040
James Houlihan Inc.	4,950
MacLaren Advertising Co.	4,500
H. M. Frost Co.	4,125
Gillman Advertising	3,870
Dowd Ostreicher Inc.	3,325
Lockwood-Shackelford Adv. Agency	2,730
Shattuck & Ettinger	2,520
Burton A. Osterhoudt	2,040
C. Ellsworth Wylie	1,950
R. H. Alber Co.	1,500
Kelly, Nason & Winsten	1,190
Larson & Aurrecoechea	1,080
Fisher, Zealand & Co.	1,040
Mason L. Ham, Advertising	815
James R. Lunke	360
Ray Davidson	360
C. Brewer Smith Adv. Agency	290
No Agency (billed direct)	2,675

The Eastern Shore's Own Station

IT reaches more Eastern Shore people at a much lower cost than can be reached through any other medium. It is typically an Eastern Shore station for Eastern Shore people, and they show themselves to be unusually consistent radio listeners.

WSAL SALISBURY MARYLAND

The Business of Broadcasting

An Analysis of Fiscal Operations of Stations and Networks

By HERMAN S. HETTINGER, Ph. D.

Wharton School of Finance & Commerce, University of Pennsylvania

INCREASED interest in the economic phases of radio on the part of the FCC has resulted in the collection of the most comprehensive information thus far made available regarding the business of broadcasting. This material, secured under Commission Order No. 38 for the year 1937, is important especially as it throws new light upon the basic character of the income, expenses, profits and program service of various portions of the radio structure; for unless radio differs materially from other kinds of business, the relationships revealed in this respect are sufficiently fundamental to change but slightly from year to year.

Total Radio Volume

Total radio business in 1937 amounted to $131,205,866 (Table I)[1]. Radio has continued to grow unabated, as another article in this volume indicates for the year 1938 as well. Receipts of stations and networks from all sources in 1937 exceeded those of 1935 by 51.6%, while time sales gained 48.1%. In 1931, for which comparable figures are available, radio receipts amounted to $71,790,211, so that an increase of 82.5% has occurred since that time.

The most significant development during the 1935-37 period has been the 93% increase in receipts from the sale of talent and similar sources. This rise is the culmination of a trend which began several years prior to 1935 and for which additional figures are not available. It is quite possible that the increase since 1933 has been nearer to three-fold than double.

Increased receipts from this source indicate that stations and networks are building more programs of a caliber to warrant commercial sponsorship. This is particularly true of stations, where the gain in revenues from this source since 1935 has been 128.3%.

This trend is most important. Because the advertiser furnishes the program as well as the commercial copy, radio is so completely dependent upon ideas that time cannot be sold the same as white space. A few strokes of a pencil and an orthodox copy and layout can at least lay the basis for a printed campaign; but a radio campaign must include a finished program idea and an audition. Program development is fundamental to the promotion and sale of the medium's facilities. Increasing station and network activity in this field is therefore a most healthy sign.

Table I
RADIO BROADCASTING RECEIPTS [1]

Class of Business	*1937*	*1935*	*% Gain*
National Networks [2]	$56,192,396	$39,737,867	48.6%
Regional Networks [3]	2,854,047		
National, regional non-network	23,117,136	13,805,200	67.5%
Local broadcast advertising [4]	35,745,394	26,074,476	37.1%
Total time sales	$117,908,973	$79,617,543	48.1%
Receipts from talent sales and similar sources	11,264,748	6,875,110	93.0%
Miscellaneous receipts	2,032,145		
Total receipts	$131,205,866	$86,492.653	51.6%

Sources: The Census of Business was used for 1935. Data for 1937 are taken from the summaries of information collected by the FCC under Order No. 38. Some estimating and adjustments have been necessary in order to separate out desired items and to make possible comparisons of data.

[1] Advertising receipts mentioned here are what are called "total commercial time sales" in the FCC summaries and "net billings" in the Census reports. Since both items are receipts from sales after frequency of broadcasting and other promotional discounts have been deducted but prior to the deduction of agency commissions they are directly comparable.

[2] Including network key stations in order to insure comparison with 1935. National network receipts in 1937 without key stations were $53,277,905.

[3] This includes networks other than national.

[4] National and regional non-network receipts are for the 443 stations in the country with net sales of more than $25,000 annually in 1937. (FCC Table 15). It has been assumed that practically none of the revenues of stations under this volume has been national or regional in origin, so that local volume has been readjusted to include the revenues of stations under $25,000. Experience in the past seems to bear out this assumption.

It is interesting to note that in 1937, 8.6% of radio revenues came from the sale of talent and programs as compared to 6.4% in 1935.

National non-network business showed the second greatest relative gain during the 1935-37 period and again continued a trend of longer standing. National non-network business has grown steadily since 1933, having more than doubled since that time.

Local radio advertising, principally that of retail establishments, remains the undeveloped market of the medium. Its growth continues to lag behind the rest of the medium in spite of a large potential volume. Increased retailer education as to the value of broadcasting, growing broadcaster knowledge of the unique problems of retailing, and continued experimentation as to types of programs best suited to retail advertising are necessary if this market is to be reached successfully.

Other than reflecting the gain in national and regional non-network advertising, the proportion of time sales accounted for by different segments of the medium has remained comparatively unchanged in recent years. In 1937 the composition of radio time sales was 47.6% network, 19.6% national and regional non-network, and 32.8% local as compared to 49.8% network, 17.4% national and regional non-network and 32.8% local advertising in 1935.

Stations have been receiving an increasing portion of the advertising dollar in recent years as compared to networks. Receipts of affiliated stations from the broadcasting of network commercial programs increased 77.8% from 1935 to 1937 as compared to a gain of 48.1% in network time sales. (Table II).

The increased revenues of broadcasting stations seem to have been achieved without any growth in the proportion of total broadcasting time used for commercially sponsored programs. A study by the Federal Radio Commission made in November 1931 indicated that at that time, 36.14% of total station time was commercially sponsored.[3] Responses to Order No. 38 for the week beginning March 6, 1938 indicated that 34.55% of station time was utilized for sponsored programs.

Table II
DIVISION OF BROADCASTING RECEIPTS AMONG STATIONS AND NETWORKS

Class of Business	*1935 Receipts*	*%*	*1937 Receipts*	*%*
NETWORKS				
Time sales retained	$27,216,035	31.4%	$35,865,486	27.3%
Talent and programs	2,983,245	3.4%	5,533,054	4.2%
Miscellaneous	--------	-----	1,909,591	1.4%
Network total	$30,199,280	34.8%	$43,308,131	32.9%
STATIONS				
Received from networks	$12,521,832	14.5%	22,272,430	16.9%
National & regional non-network	13,805,200	15.9%	24,024,665	18.3%
Local	26,074,476	30.1%	35,745,394	27.2%
Total times sales	$52,401,508	60.5%	$82,042,489	62.4%
Talent and programs	2,597,708	3.0%	5,731,692	4.3%
Miscellaneous	1,294,157	1.7%	123,554	.4%
Station total	$56,293,373	65.2%	$87,897,735	67.1%
Grand Total	$86,492,653	100.0%	$131,205,866	100.0%

Geographical Distribution

Gains in radio advertising have been especially pronounced during the 1935-37 period in the agricultural portions of the country and in a few previously undeveloped sections. (Table III). For the most part the greatest increases have paralleled the growth of agricultural income. Whereas, the net sales of stations as a whole rose approximately 56% since 1935—as compared to 48.6% for the medium as a whole—radio volume in the West North Central States increased 72%. Broadcast advertising in the West South Central States gained 71% while there was a 70% rise in both the South Atlantic and Mountain States. Whether this gain has been sustained throughout 1938 cannot be determined at the present writing.

Greatest increases in radio advertising volume during the period 1935-37 occurred in the following states: Nebraska, 116%; Louisiana, 112%; Florida, 97%; West Virginia, 94%; Connecticut, 86%; Minnesota, 85%. The placing of WTIC, Hartford, on fulltime operation during the period under analysis, undoubtedly aids in explaining the Connecticut increase, while the reviving tourist business has been an important factor in the case of Florida.

It seems as if radio advertising on the Pacific Coast has more nearly approached saturation than in other sections of the country. California station revenues rose only 19% from 1935 to 1937, the lowest increase of any State.

In spite of an increase in the number of commercial stations in operation from 564 to 624 and a 56% rise in station receipts, the distribution of the radio dollar among the various States has changed but little since 1935. The radio dollar follows markets and buying power. In 1935 the correlation between the distribution of national and regional time sales and retail trade, by States, was 83.43%. The distribution of local radio advertising and retail sales in the consumer trading areas in which stations were located showed a correlation of 85.62%.

The tendency for radio advertising to follow buying power and retail sales volume is further illustrated by an analysis of station receipts in leading American markets. The first 25 cities in radio advertising volume include 20 of the first 25 consumer trading areas rated according to the buying power index of Hearst Magazines Marketing Division. (Table IV).

The influence of the use of clear-channel stations for regional rather than merely consumer trading area coverage is illustrated in the relative ranking of a number of clear-channel station cities as to radio advertising and buying power re-

(Continued on page 21)

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[1] Figures used here are the actual gross receipts of radio stations prior to the deduction of agency commissions which have been considered as an expense of sales. They differ therefore from the gross figures for network advertising as found in the article dealing with radio advertising in 1938. Here the conventional form of stating gross volume is used: i. e., the single time rate multiplied by the number of periods used. This figure is naturally larger than the actual gross receipts of stations. Applying this formula, the gross of the medium in 1937 would have been approximately $154,500,000. This would be directly comparable to gross revenues of magazines and other media as stated by Publishers' Information Bureau and similar services.

[2] Taken from "Commercial Radio Advertising" Federal Radio Commission, 1932, with certain duplications deducted.

[3] Commercial Radio Advertising. Federal Radio Commission. 1932. p. 14.

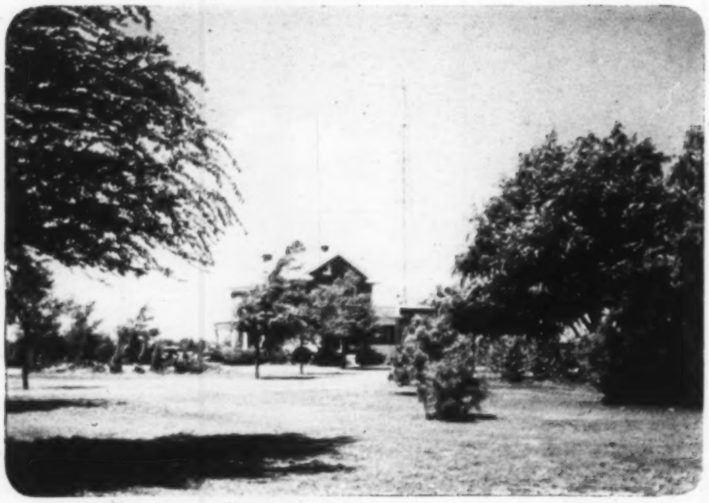
SPARKLING SETTINGS FOR SPECTACULAR

Showmanship

It is natural that stations which consistently win national acclaim for their showmanship should themselves become community showplaces . . . such as are shown in the following pages . . .

WKY • OKLAHOMA CITY
KLZ • DENVER
KVOR • COLORADO SPRINGS

WKY
HOLDS OKLAHOMA WITH COLORFUL PROGRAMMING



THE ROLLING GREENS, brilliant gardens and lily pools of WKY's transmitter grounds frequently cause visitors to wonder by whom this estate is maintained. But there is no estate-like seclusion about this park-like property; dedicated to public interest, streams of visitors stroll its broad acres.

THE SILVER GLADE ROOM of the Skirvin Tower Hotel, which houses WKY, was conceived from the beginning to serve as an auxiliary studio for colorful productions beyond the capacity of even this station's five large studios. Like them, this room's accoustical treatment has been scientifically engineered.

AUNT SUSAN—Oklahoma's Housewife-in-Chief—remains one of WKY's largest, most consistent receivers of audience mail. Her own kitchen-studio, including model gas and electric kitchens and an auditorium, is still unsurpassed anywhere and attracts an eager audience each morning.

● Colorful Programming! To this end, WKY's operation has been directed since the very beginning of its service to Oklahoma . . . in the earliest infancy of radio itself. To this end has been dedicated the succession of studio and transmitter facilities marking its growth . . . surpassed today in only a few great metropolitan centers.

Time after time, WKY's productions and special features have won national acclaim. Yet, of greater pride to WKY . . . and of greater significance to advertisers . . . is the fact that these efforts are taken for granted by the million-and-a-half listeners who rank this station tops.

Spectacular showmanship is, to this loyal listener audience, an accepted and expected part of WKY's community service . . . just as are its luxuriously-appointed studios, its park-like transmitter grounds, its high-fidelity signal transmission.

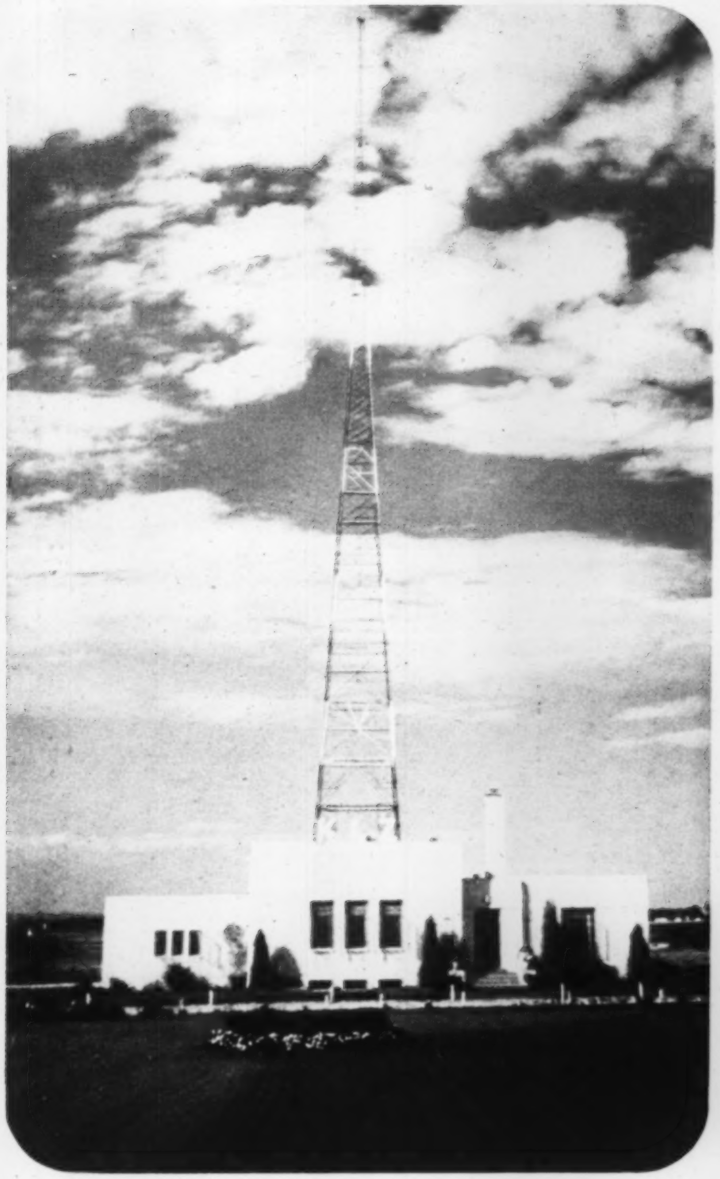
Pleased, but never surprised at each new WKY triumph, Oklahoma keeps tuned to this station with the attentiveness given to the voice of an old friend.

WKY *Oklahoma City*

NBC AFFILIATE ✦ 900 KILOCYCLES

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO. ✦ THE DAILY OKLAHOMAN AND TIMES
THE FARMER-STOCKMAN ✦ MISTLETOE EXPRESS SERVICE ✦ STATION KVOR, COLORADO SPRINGS
RADIO STATION KLZ, DENVER (AFFILIATED MANAGEMENT) ✦ REPRESENTED BY THE KATZ AGENCY, INC.

COLORADO'S FIRST STATION *Looks* THE PART



KLZ's TOWERING RADIATOR is a familiar landmark in the Denver area. Straight and true, it is a fitting symbol of the standards prevailing throughout this station's operation . . . standards which guarantee the high-fidelity broadcasting of the best and best-listened-to programs in the area.

JUST WEST OF DENVER rise some of the highest, most majestic ranges of the Great Divide. But it is to the eastward that KLZ's year-'round market lies. Here in the fertile, populous regions of Colorado, KLZ wields an influence well known by advertisers throughout the nation.

● From the cordial warmth of its studio reception lounge to the tip of its spire-like, Blaw-Knox radiator, KLZ *looks* the leader!

Here, in the midst of an area on which Nature has lavished some of the most magnificent examples of her handiwork in the entire Western world, an *ordinary* station would be dwarfed by the very magnitude of its surroundings.

Not so, KLZ! Accepting the productions of Nature both as a challenge and a standard, this station has created a physical property that has become one of the showplaces of the Denver area and a matter of active community pride to all Colorado listeners.

Nor is KLZ's appearance of leadership in any sense a false front. For KLZ has all the other attributes of a great leader, as well. Favorite of listeners, preferred of advertisers, this station's proud record of showmanship, service and growth is famed far beyond the market it serves.

KLZ is, on every count, the *first* radio station in Colorado . . . and KLZ, on every count, looks the part.

KLZ *Denver*

CBS AFFILIATE ✦ 560 KILOCYCLES

UNDER MANAGEMENT AFFILIATED WITH THE OKLAHOMA PUBLISHING COMPANY ✦ PUBLISHER OF THE DAILY OKLAHOMAN, THE TIMES AND THE FARMER-STOCKMAN ✦ OWNER AND OPERATOR OF STATIONS WKY, OKLAHOMA CITY, AND KVOR, COLORADO SPRINGS ✦ REPRESENTED BY THE KATZ AGENCY, INC.

Command PERFORMANCES FOR AMERICA'S WEALTH CENTER

RADIO SCREEN STAGE

VARIETY

SHOWMANSHIP AWARDS

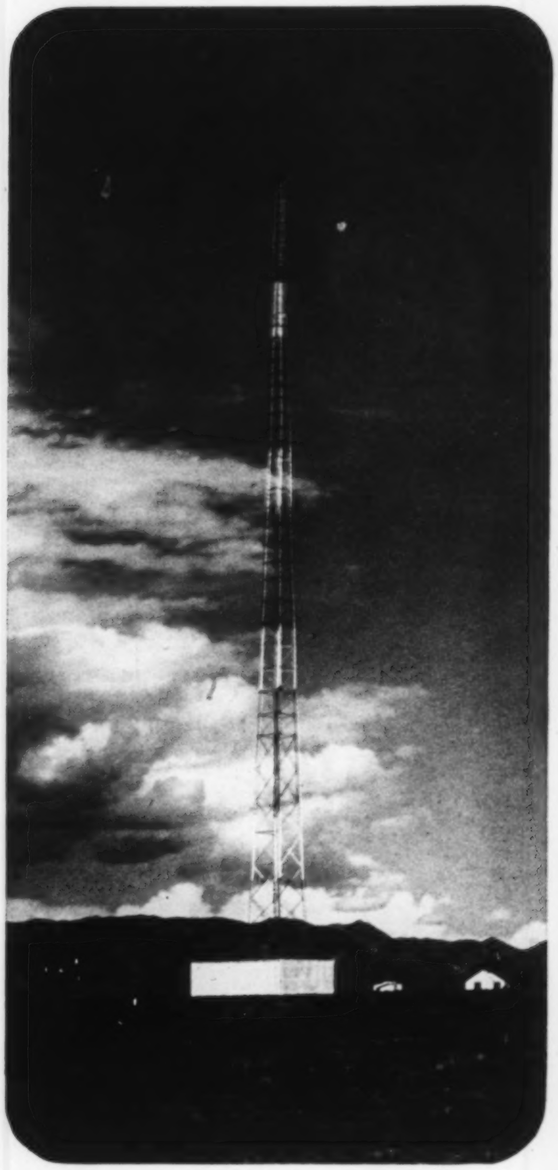
Special Citation for Community Exploited Station 1938 AWARD

Station KVOR

Colorado Springs

VARIETY'S CITATION for outstanding showmanship in 1938 went to KVOR . . . capping a year of notable achievement, and giving national recognition to a station which, in its own market, has won a degree of esteem and influence which is as unusual as the market itself.

KVOR's ENTRANCE FOYER strikes the keynote of a studio whose counterpart could probably be found in no other city of comparable size in the country.



AGAINST PIKES PEAK for a background, KVOR's vertical radiator is outlined in sharp relief. "The most beautiful transmitter site in the country" is a term often applied and well-merited by this outward expression of a community station which doffs its hat to none in service or showmanship.

● To most of the world, Pikes Peak is famous as the center of one of America's greatest scenic regions. But to economists and marketers the region is better known for its extremely high per-capita wealth.

If there is such a thing as a royalty of wealth in America, it is here; and if ever the royal prerogative of command performances were exercised, that, too, is here.

Each day the listeners of this wealthy, generous-spending market invite KVOR into their homes . . . listen to it with friendly attention . . . act upon its recommendations as they would respond to the suggestions of a trusted member of the home circle.

Outside factors wield small influence in this unusual market; its problems and practices do not conform to the averages found in other cities of similar size; its potential purchasing power, coupled with its population concentration, stamps it as unique.

KVOR *sells* this market in the only way it *can* be sold . . . from within. Other voices clamor at its door . . . but only KVOR is "commanded" to enter.

KVOR *Colorado Springs*

CBS AFFILIATE ◆ 1000 WATTS ◆ FULL TIME

Owned and Operated by The Oklahoma Publishing Company ◆ The Daily Oklahoman, The Times and The Farmer-Stockman ◆ Owner and Operator of Station WKY, Oklahoma City
Under Affiliated Management: KLZ, Denver ◆ Represented by The Katz Agency, Inc.

PROCESS PLATES FROM KODACHROME MANUFACTURED IN THE ENGRAVING DEPARTMENT OF THE OKLAHOMA PUBLISHING CO.

Revenue, Expense and Other Income Items of Stations By Class and Time Designation, 1937

(Table 15: Summary of Responses of Broadcast Stations to FCC Order No. 38)

Item	Clear Channel				Regional				Local			Grand total
	50,000 watts or more		5,000 to 25,000 watts		Unlimited		Limited and day	Part-time	Unlimited	Day	Part-time	
	Unlimited	Part-time	Unlimited	Part-time	High-power	Other						
(Col. 1)	(Col. 2)	(Col. 3)	(Col. 4)	(Col. 5)	(Col. 6)	(Col. 7)	(Col. 8)	(Col. 9)	(Col. 10)	(Col. 11)	(Col. 12)	(Col. 13)
					Stations with Net Sales of $25,000 or more							
Number of stations	29	4	8	9	8	175	46	30	106	8	20	443
Time sales:												
Network	$9,508,283	$432,303	$839,478	$233,087	$599,486	$9,580,920	$70,635	$345,572	$492,333	$10,524	$28,516	$22,141,137
Local	5,176,548	156,823	607,907	664,643	736,368	14,978,025	2,712,971	2,525,901	5,350,141	292,532	822,806	34,024,665
National spot	10,038,441	956,760	716,086	475,711	579,727	8,235,765	776,707	618,826	644,955	6,159	67,999	23,117,136
Total	24,723,272	1,545,886	2,163,471	1,373,441	1,915,581	32,794,710	3,560,313	3,490,299	6,487,429	309,215	919,321	79,282,938
Talent and miscellaneous sales	2,136,458	336,139	162,824	120,983	96,320	2,264,418	187,932	155,070	239,849	7,767	23,932	5,731,692
Gross sales	26,859,730	1,882,025	2,326,295	1,494,424	2,011,901	35,059,128	3,748,245	3,645,369	6,727,278	316,982	943,253	85,014,630
Less: Agency commissions	2,564,441	44,221	124,993	83,710	153,352	2,314,702	277,609	329,369	201,858	16,049	68,106	6,178,410
Net sales	24,295,289	1,837,804	2,201,302	1,410,714	1,858,549	32,744,426	3,470,636	3,316,000	6,525,420	300,933	875,147	78,836,220
Expenses:												
Salaries to officers	520,821	80,931	47,926	78,852	73,852	1,969,463	271,058	242,093	625,284	26,677	93,010	4,029,967
Salaries to all others (except employees included under program expenses as detailed below)	2,421,138	156,392	318,399	209,181	334,207	5,483,620	660,758	625,084	1,415,357	53,846	167,847	11,845,829
Payments to national representatives, and other time brokerage commissions	516,284	53,996	56,461	74,549	61,998	1,046,140	112,876	76,943	198,839	275	20,830	2,219,191
Program expenses	6,509,871	585,802	506,096	347,364	399,816	8,187,038	1,077,771	828,658	1,589,087	70,779	222,112	20,324,394
Program and talent expenses—Extraordinary	332,450	–	42,106	–	19,301	184,562	198	11,460	14,493	–	572	605,142
Advertising, sales promotion, miscellaneous selling and publicity	893,538	76,895	66,825	81,999	87,346	1,291,094	193,089	165,588	314,546	11,074	37,245	3,219,239
Repairs, maintenance and supplies	558,220	17,817	49,640	36,172	51,890	947,592	137,751	96,643	168,881	7,728	23,622	2,095,956
Light, heat, power and miscellaneous rents	1,083,773	37,360	65,492	72,177	76,812	1,040,472	137,925	105,532	186,575	12,145	53,676	2,871,939
Rent for broadcasting equipment leased from others	138,955	140,676	1,264	5,189	1,500	324,838	15,991	8,400	16,454	201	3,420	656,888
Wire costs	378,433	56,785	24,569	40,648	47,048	742,658	114,168	114,235	227,817	10,472	22,010	1,778,843
All other general expenses not detailed above	1,229,474	82,241	125,961	142,358	171,131	2,520,988	393,474	338,416	627,491	48,655	67,501	5,747,693
Depreciation	862,425	18,186	60,806	68,086	157,603	1,454,295	170,900	166,941	317,344	15,604	42,497	3,334,687
Amortization of intangibles applicable to broadcasting	21,901	20,000	3,318	1,563	–	103,030	7,097	7,270	30,727	–	275	195,181
Taxes (applicable to broadcasting, Except Federal income taxes)	358,403	26,454	35,627	23,858	34,804	645,979	71,393	56,326	119,445	4,692	21,462	1,398,443
Total expenses	15,825,686	1,353,535	1,404,490	1,181,996	1,517,308	25,941,769	3,364,449	2,843,589	5,852,340	262,148	776,082	60,323,392
						All Commercial Stations						
Number of stations	29	4	8	10	8	188	68	37	187	35	50	624
Net sales	$24,295,289	$1,837,804	$2,201,302	$1,422,263	$1,858,549	$33,037,389	$3,809,346	$3,402,676	$7,800,050	$658,982	$1,326,068	$81,649,718
Total expenses	15,825,686	1,353,535	1,404,490	1,205,218	1,517,308	26,249,543	3,828,385	2,939,769	7,190,347	652,967	1,222,467	63,389,715
Net revenue from broadcasting services	8,469,603	484,269	796,812	217,045	341,241	6,787,846	d 19,039	462,907	609,703	6,015	103,601	18,260,003
Rent from broadcasting equipment leased to others	–	58,338	–	–	–	50,117	21	4,049	7,483	1,750	796	122,554
Total broadcasting services income	8,469,603	542,607	796,812	217,045	341,241	6,837,963	d 19,018	466,956	617,186	7,765	104,397	18,382,557
Other income	152,563	7,009	5,380	15,576	7,914	178,300	12,694	9,152	28,434	579	38,263	455,864
Gross income	8,622,166	549,616	802,192	232,621	349,155	7,016,263	d 6,324	476,108	645,620	8,344	142,660	18,838,421
Income deductions	196,591	42	2,743	72,326	7,475	281,911	34,896	24,684	69,819	16,342	45,308	752,137
Net income before Federal income taxes	8,425,575	549,574	799,449	160,295	341,680	6,734,352	d 41,220	451,424	575,801	d 7,998	97,352	18,086,284
Estimated Federal income taxes (deduct)	929,019	72,295	107,124	56,424	44,501	1,207,668	42,906	81,321	114,774	5,549	12,575	2,674,156
Net income	7,496,556	477,279	692,325	103,871	297,179	5,526,684	d 84,126	370,103	461,027	d 13,547	84,777	15,412,128

d—Deficit or other reverse item.

NOTE A:—Of the 624 responses accounted for in this table, 5 cover 2 stations each. Thus the table actually embraces data for 629 stations.

NOTE B:—The term "part-time" as used in this table refers to share-time and specified-hour stations.

(*Continued from page 16*)

spectively. Cincinnati ranks third in radio receipts and thirteenth in buying power; Des Moines, sixteenth and thirty-fifth; the Albany-Schenectady-Troy area eighteenth and thirty-ninth; San Antonio twenty-ninth and forty-first; and Nashville thirtieth and forty-fifth.

Experienced broadcasters will note that the principal factor affecting the relative importance of talent and program sales in different markets seems to be the energy and enterprise which individual station managements have put into this phase of the radio business.

Talent and program sales are concentrated in the larger markets, as would be expected. Nearly one-third of the total sales take place in New York, Chicago, Los Angeles, and Philadelphia, the four largest consumer markets in the country. More than 90% of the total talent and program sales of the medium take place in the 96 metropolitan centers of the United States.

Net Sales of Stations

The average revenues of various classes of stations situated in different sized communities show wide disparities. (Tables V and VI). The revenues of unlimited time clear channel stations of 50 kw. power and over are more than four and one-half times those of unlimited time regional stations. There is little difference between the net sales of clear-channel stations operating at less than 50 kw. and those of high-power regional stations. Part-time 50 kw. clear-channel station receipts are 67% greater than those of unlimited time stations of the same designation operating at from 5 kw. to 25 kw. power. Unlimited time regional station average revenues are more than three times as great as those of local stations.

Average gross revenues of 50 kw. stations have increased more rapidly than those of any other class since 1935. These rose 55% as compared to a 51% increase for the lower-powered clear-channel stations and high-powered regional stations combined, an estimated rise of 39% for regional stations and one of 43% on the part of local stations.[4] Though complete data are not available, there is some reason to believe that the average revenues of regional and local stations not on networks have risen slightly faster than those affiliated with them.

Network affiliation, together with location in a desirable market, are the two most important factors in determining station revenues. Unlimited time regional stations affiliated with networks have average revenues three times as great as those of similar stations not on networks. Since most of the affiliated stations are located in strategic markets, it is impossible to separate the respective influence of these factors. Local unlimited time stations affiliated with networks experience average revenues 52.8% greater than similar stations not served by any network. Unlimited time local stations associated with regional networks *only* do almost as well as those on national nets.

Sales by Size of City

In practically all cases, the average revenues of radio stations decrease as the size of city decreases. Several exceptions are to be noted. The average revenues of local stations in cities of from 50,000 to 100,000 are slightly larger than those in communities of 100,000 to 250,000 population. The average revenues of part-time stations in

(*Continued on page 22*)

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[4] It is necessary to estimate this increase since data are not given for time sales alone in the case of stations with a total net sales of less than $25,000 annually.

(Continued from page 21)

towns under 10,000 population are considerably above those of somewhat larger cities. This seems to be due to their use for rural coverage by national and regional advertisers.

The average revenues of local unlimited time stations illustrate particularly well the influence of the size of market on advertising volume. The revenues of stations in cities of 1,000,000 population and over are twice those of the average network-affiliated local station and more than seven times greater than those of local stations in cities under 10,000 population.

Though complete information is not available for a comparison of the growth of average revenues of various classes of stations during the period 1935-37, several trends seem certain. The average revenues of clear-channel stations in cities under 250,000 have shown the greatest relative increase of their class. Regional stations have gained between 40% and 50% in cities over 50,000, while their average revenues have increased but slightly in towns of smaller size. Average revenues of local stations in cities over 1,000,000 population have risen markedly, though there has been little increase elsewhere.

As does every industry, radio broadcasting also has its marginal units; those organizations which just manage to survive. In 1937, there were 181 stations with annual net sales of less than $25,000. These represented 29% of all commercial stations and accounted for 3.4% of the total revenues of the broadcasting business. Their average net sales in that year was $15,544.

Network Spot and Local

The average clear-channel station gets 37% of its business from networks, 41% from national and regional non-network advertising and 22% from local sponsors. The network proportion has risen from 33% in 1935 while the local percentage has dropped from 28% for the same year. (Table VII).

The only difference of importance with respect to source of business between unlimited time clear-channel stations of 50 kw. power and those of 5 kw. to 25 kw., is the relative proportion of national and regional non-network business. In the case of the former this type of sponsorship accounts for 40.7% of receipts from time sales as against 33.1% for the latter. Spot buyers of clear-channel stations are power conscious as indicated by the fact that both unlimited and part-time clear-channel stations of 50 kw. power and over secure a greater proportion of their total business from this source than does any other class of station.

Unlimited time regional stations affiliated with national networks secure 31% of their business from that source, 25.9% from national and regional non-network advertisers and 42.2% from local sponsors, while the proportions for similar stations not affiliated with any network are 0.7%[5], 13.4% and 85.9% respectively. While there is no doubt that national and regional non-network advertising follows network affiliation, size of community again is a factor in this in-

(Continued on page 24)

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[5] Evidently some national or regional network business was broadcast by stations not regularly affiliated with networks, or else these receipts represent business of informal networks.

Table VII
PROPORTION OF TIME SALES
By Type of Origin on Various Classes of Stations[1]: 1937

Class of Station	ALL STATIONS			AFFILIATED WITH NATIONAL NETWORKS			AFFILIATED WITH REGIONAL NETWORKS ONLY			NOT ON ANY NETWORK		
	Network	National Non-Network	Local	Network	National Non-Network	Local	Network	National Non-Network	Local	Network (²)	National Non-Network	Local
Clear Channel												
50 kw. and over Unlimited	38.4%	40.7%	20.9%	38.4%	40.7%	20.9%	-----	-----	-----	-----	-----	-----
50 kw. and over Part-time	28.0%	61.9%	10.1%	28.0%	61.9%	10.1%	-----	-----	-----	-----	-----	-----
5-25 kw. Unlimited	38.8%	33.1%	28.1%	38.8%	33.1%	29.1%	-----	-----	-----	-----	-----	-----
5-25 kw. Part-time	16.9%	35.2%	47.9%	16.9%	35.2%	47.9%	-----	-----	-----	-----	-----	-----
High-powered regional	31.2%	30.2%	39.6%	31.2%	30.2%	39.6%	-----	-----	-----	-----	-----	-----
Regional												
Unlimited	29.3%	25.1%	45.6%	31.9%	25.9%	42.2%	13.4%	25.4%	61.2%	0.7%	13.4%	85.9%
Part-time	10.0%	17.4%	72.6%	21.7%	27.0%	51.3%	1.9%	18.3%	79.8%	-----	9.4%	90.6%
Day time	2.0%	21.8%	76.2%	8.6%	30.7%	60.7%	5.5%	7.9%	86.6%	0.5%	19.5%	80.0%
Local												
Unlimited	7.6%	10.0%	82.4%	16.6%	12.4%	71.0%	6.8%	5.4%	89.8%	0.3%	9.1%	90.6%
Part-time	3.1%	7.5%	89.4%	27.5%	5.8%	66.7%	0.2%	14.0%	85.8%	1.3%	5.6%	93.1%
Day time	3.4%	2.1%	94.5%									

[1] Only stations with total net sales of $25,000 and over are included here, data being restricted to this group. This group, however, includes the vast majority of radio revenue.

[2] Evidently payment for handling programs on informal network arrangements or for special broadcasts with regard to which the station has been added temporarily to a regular network.

Table VIII
PERCENTAGE OF TIME SALES
By Type of Origin for Various Classes of Stations In Communities of Different Sizes[1]: 1937

	CLEAR CHANNEL		HIGH-POWER REGIONAL	REGIONAL			LOCAL		
	Unl.	Part-time	Unl.	Unl.	Limited & Day	Part-time	Unl.	Day	Part-time
1,000,000 and over									
Network	36.4%	37.8%	-----	25.9%	0.2%	8.8%	0.2%	-----	-----
National non-network	37.1%	47.9%	-----	23.5%	15.1%	12.1%	6.1%	-----	5.6%
Local	26.5%	14.3%	-----	50.6%	84.7%	79.1%	93.7%	-----	94.4%
250,000-1,000,000									
Network	44.7%	28.4%	29.7%	35.5%	3.8%	6.5%	10.1%	6.1%	1.4%
National non-network	38.4%	36.4%	32.4%	26.4%	15.3%	21.8%	9.5%	-----	0.6%
Local	16.9%	35.2%	37.9%	38.1%	80.9%	71.7%	80.4%	93.9%	98.0%
100,000-250,000									
Network	31.5%	17.8%	35.9%	29.4%	-----	14.4%	12.4%	1.1%	
National non-network	53.3%	43.8%	25.3%	25.0%	29.1%	28.3%	13.7%	17.1%	
Local	15.2%	38.4%	38.8%	45.6%	70.9%	57.3%	73.9%	81.8%	
50,000-100,000									
Network	35.3%	-----	-----	24.4%	6.0%		12.9%		
National non-network	42.3%	-----	-----	25.9%	26.0%		8.4%		
Local	22.4%	-----	-----	49.7%	68.0%		78.7%		
25,000-50,000									
Network	-----	-----	-----	19.4%	10.2%	-----	7.8%	3.2%	14.1%
National non-network	-----	-----	-----	20.7%	36.3%	-----	11.7%	5.7%	6.0%
Local	-----	-----	-----	59.9%	53.5%	-----	70.3%	91.1%	79.9%
10,000-25,000									
Network	-----	-----	-----	12.2%	-----	21.1%	2.1%	-----	-----
National non-network	-----	-----	-----	19.5%	22.9%	50.9%	12.0%	5.3%	6.5%
Local	-----	-----	-----	68.3%	87.1%	28.0%	85.9%	94.7%	93.5%
Less than 10,000									
Network	-----	-----	-----	8.3%	-----	15.7%	1.8%	-----	-----
National non-network	-----	-----	-----	47.1%	37.2%	32.9%	2.1%	-----	-----
Local	-----	-----	-----	44.6%	62.8%	51.4%	92.1%	100.0%	-----

[1] Only stations with net sales of $25,000 and over are included. These, however, comprise the vast majority of station revenues.

Table IX
RATIO OF NET INCOME TO NET SALES
For Various Classes of Stations[1]: 1937

	CLEAR CHANNEL 50 kw. and over		CLEAR CHANNEL 5-25 kw.		HIGH POWER REGIONAL	REGIONAL			LOCAL		
	Unlimited	Part-time	Unlimited	Part-time		Unlimited	Daytime Ltd	Part-time	Unlimited	Daytime	Part-time
	30.8%	25.9%	31.5%	7.3%	15.9%	16.7%	—2.2%	10.8%	5.9%	2.0%	6.4%
Affiliated with national networks	30.8%	25.9%	31.5%	7.3%	15.9%	24.5%	—1.1%	20.4%	10.1%	9.6%	
Affiliated with regional networks only	-----	-----	-----	-----	-----	—18.8%	—0.4%	14.5%	5.9%	0.8%	
Not affiliated	-----	-----	-----	-----	-----	6.7%	—3.4%	7.0%	6.6%	5.5%	
Metropolitan districts or towns	Unl.		Part-time								
1,000,000 and over	33.2%		29.2%			7.3%	—6.9%	14.2%	10.1%	-----	9.0%
250,000-1,000,000	28.2%		26.7%		15.3%	26.3%	—3.1%	4.9%	9.4%	11.1%	—3.1%
100,000-250,000	20.9%		18.4%		17.3%	16.4%	3.7%	14.0%	2.9%	1.1%	
50,000-100,000	-----		-----		-----	21.2%	11.2%		11.6%		
25,000-50,000	-----		-----		-----	7.3%	3.0%	-----	11.6%	2.9%	9.4%
10,000-25,000	-----		-----		-----	13.5%	—1.0%	—12.9%	3.0%	—2.2%	3.4%
Under 10,000	-----		-----		-----	—5.1%	3.2%	9.5%	0.8%	—10.3%	6.0%

[1] After deduction of Federal taxes.

[2] One part-time station is included among the sixteen unlimited time stations in this group.

Table III
1937 RADIO ADVERTISING
In Leading American Markets[1]

Market[2]	*Net Sales*	*Rank (net sales)*	*Rank (buying power)*[3]	*% TOTAL TIME SALES* *Network*	*% TOTAL TIME SALES* *National and Regional Non-network*	*% TOTAL TIME SALES* *Local*	*% program & talent to total net sales*[4]
New York, Northeast New Jersey	$8,656,665	1	1	29.7	34.8	35.5	8.7
Chicago	5,673,617	2	2	20.0	45.8	34.2	9.9
Cincinnati	4,003,466	3	14	54.7	38.3	7.0	8.6
Detroit	3,020,019	4	6	30.7	36.5	32.8	6.7
Los Angeles	2,828,256	5	4	25.9	17.3	56.8	8.0
Philadelphia	2,470,147	6	3	28.7	25.6	45.7	8.7
Boston	2,243,548	7	5	33.8	12.5	53.7	3.1
St. Louis	2,043,492	8	8	24.0	33.2	42.8	10.0
Pittsburgh	1,917,352	9	10	26.6	19.8	53.6	8.9
Minneapolis-St. Paul	1,650,932	10	11	21.0	36.6	42.4	10.9
Cleveland	1,604,920	11	9	35.4	18.3	46.3	8.6
San Francisco-Oakland	1,592,564	12	7	33.5	24.2	42.3	2.6
Baltimore	1,246,400	13	13	31.6	21.0	47.4	2.4
Kansas City, Mo.-Kan.	1,200,525	14	16	37.3	33.0	29.7	8.7
Buffalo-Niagara	1,153,123	15	20	29.2	24.5	46.3	8.7
Des Moines, Ia.	1,103,862	16	35	29.2	55.9	14.9	8.8
Washington, D. C.	1,082,964	17	15	29.5	10.2	60.3	4.2
Albany-Schenectady-Troy	980,340	18	39	34.3	6.7	59.0	4.9
Milwaukee	956,560	19	12	19.7	41.3	39.0	1.2
Dallas, T.	882,001	20	21	31.9	30.1	38.0	16.5
Seattle, W.	818,261	21	19	24.6	25.8	49.6	9.5
Portland, O.	816,723	22	27	33.9	31.8	34.3	4.1
Providence-Fall River-New Bedford	786,144	23	28	40.5	16.5	43.0	7.7
Atlanta	736,075	24	24	33.0	39.4	27.6	1.5
Rochester	720,123	25	33	31.0	47.4	21.6	0.2
Louisville	714,157	26	22	36.1	33.0	30.9	0.1
Houston	665,826	27	23	23.8	33.3	42.9	5.8
Oklahoma City	655,456	28	34	29.0	35.2	35.8	3.3
San Antonio	652,063	29	41	31.3	27.8	40.9	5.4
Nashville	637,932	30	45	35.1	34.7	30.2	7.0
Omaha-Council Bluffs	627,445	31	25	37.5	32.0	30.5	2.7
New Orleans	618,663	32	18	30.3	37.2	32.5	2.0
Fort Worth	498,467	33	49	16.8	38.5	44.7	8.6
Columbus	470,721	24	29	21.8	30.6	47.6	7.2
Memphis	468,263	35	31	25.5	30.0	44.5	0.6
Spokane	465,866	36	65	38.1	24.1	37.8	12.5
Birmingham	299,044	37	32	23.4	19.6	57.0	7.1
Allentown-Easton-Bethlehem, Pa.	97,866	38	--	1.1	24.8	74.1	2.7

[1] This includes only metropolitan districts with more than two stations in them. Among the first 38 metropolitan districts, according to buying power, are the following which have only two stations: Indianapolis, Denver, Toledo, and Akron.

[2] These markets are metropolitan districts as defined by the 1930 Census.

[3] Rank in buying power for the consumer trading area as set forth in the International Magazine Company Buying Power Index. While not completely comparable to metropolitan districts it is enough as to make the comparative rankings significant.

[4] While this item is labelled "talent and miscellaneous sales" on the FCC summaries, the vast majority of it undoubtedly represents talent and program sales.

Table V
Average Net Sales of Stations: 1937[1]

(A) Stations Affiliated With National Networks

CLASS OF STATIONS	*Unlimited*	*Part-time*	*Day*	*Total*
Clear channel				
50 kw. and over	$837,769	$459,451	------	} $583,463
5-25 kw.	275,163	142,226	------	
High-powered regional	232,319	------	------	232,319
Regional	187,356	105,551	$83,117	174,284
Local	53,613	33,305		52,212

(B) Stations Affiliated With Regional Networks Only

CLASS OF STATIONS	*Unlimited*	*Part-time*	*Day*	*Total*
Clear channel				
50 kw. and over	------	------	------	------
5-25 kw.	------	------	------	------
High-powered regional	------	------	------	------
Regional	$252,871	$86,265	$40,911	$162,010
Local	50,647	34,483		48,073

[1] Net sales as defined by the FCC are gross sales of times and talent less frequency and similar discounts as well as agency commissions.

(C) Stations Not Affiliated With Any Networks

CLASS OF STATIONS	*Unlimited*	*Part-time*	*Day*	*Total*
Clear channel				
50 kw. and over	------	------	------	------
5-25 kw.	------	------	------	------
High-powered regional	------	------	------	------
Regional	$85,670	$82,344	$52,688	$67,048
Local	35,120	22,454		29,877

(D) All Stations

CLASS OF STATIONS	*Unlimited*	*Part-time*	*Day*	*Total*
Clear channel				
50 kw. and over	$837,769	$459,451	------	[illegible]3,463
5-25 kw.	275,769	142,226	------	
High-powered regional	232,319	------	------	232,319
Regional	175,731	91,964	$56,020	137,370
Local	41,711	26,521	18,828	35,975

[1] The FCC definition of net sales is gross time and talent sales less discounts and agency commissions.

Table IV
GEOGRAPHICAL DISTRIBUTION
Of Broadcasting Station Net Sales

States	*Station*[1] *1937 Net Sales*	*Estimated*[2] *% Gain Over 1935*	*% Total 1937*	*% Station Time*[3] *Sales: 1935*
UNITED STATES	$81,649,718	56	100.0	100.0
New England	$ 5,330,092	46	6.53	7.00
Maine	}			.48 } .75
New Hampshire	} 600,830	53	.74	.12
Vermont	}			.15
Massachusetts	2,977,308	36	3.65	4.17
Rhode Island	646,335	31	.79	.95
Connecticut	1,105,619	86	1.35	1.13
Middle Atlantic	$17,926,589	57	21.95	21.77
New York	9,660,264	74	11.83	10.57
New Jersey	2,914,967	22	3.57	4.56
Pennsylvania	5,351,358	53	6.55	6.64
East North Central	$19,990,231	54	24.49	24.86
Ohio	7,074,042	60	8.66	8.46
Indiana	1,457,829	74	1.79	1.63
Illinois	6,180,421	59	7.57	7.38
Michigan	3,714,294	31	4.55	5.43
Wisconsin	1,563,645	54	1.92	1.96
West North Central	$9,785,444	72	11.98	10.86
Minnesota	2,042,269	85	2.50	2.11
Iowa	1,821,734	55	2.23	2.24
Missouri	3,473,621	65	4.25	4.07
North Dakota	384,025	50	.47	.49
South Dakota	236,223	81	.29	.25
Nebraska	1,096,369	116	1.34	.97
Kansas	731,203	92	.90	.73
South Atlantic	$7,699,189	71	9.39	8.62
Maryland Delaware	} 1,411,852	84	1.73	1.67
District of Columbia	1,082,964	46	1.33	1.51
Virginia	923,409	71	1.13	1.03
West Virginia	670,635	94	.82	.66
North Carolina	1,123,457	68	1.38	1.27
South Carolina	329,292	75	.36	.35
Georgia	1,015,856	72	1.24	1.12
Florida	1,141,724	97	1.40	1.11
East South Central	$3,288,809	54	4.03*	4.09
Kentucky	950,033	27	1.16	1.43
Tennessee	1,570,134	74	1.92	1.72
Alabama	556,225	28	.68	.68
Mississippi	212,417*	56	[4]	.26
West South Central	$6,266,211	70	7.68	7.03
Arkansas	302,280*	67	[5]	.35
Louisiana	1,050,722	112	1.29	.94
Oklahoma	1,188,873	51	1.46	1.50
Texas	3,724,336	68	4.56	4.24
Mountain	$3,027,614	70	3.71	3.36
Montana	361,185	73	.44	.40
Idaho	193,335	50	.24	.24
Wyoming	} 1,126,634	70	1.38	.13[8]
Colorado				1.13
New Mexico	210,559	--	.26[6]	.09
Arizona	333,629	53	.41	.42
Utah	802,272	61	.98	.95
Nevada	[7]	--	[7]	[8]
Pacific	$8,335,539	45	10.21	12.31
Washington	1,831,996	66	2.25	2.11
Oregon	998,432	44	1.22	1.32
California	5,505,111	19	6.74	8.88

[1] Net sales, as used by the FCC, are gross sales less customary promotional discounts as well as agency commissions.

[2] FCC figures for 1937 and Census of Business data for 1935 have been compiled on a slightly different basis so that only a rough comparison is possible between them. FCC net sales are as defined previously and include talent as well as time sales. The 1935 state figures are gross receipts by stations from the sale of time only, but before agency commissions have been deducted; this being a more conventional method of treating sales though not necessarily a more logical one. It has been necessary to put data on a comparable basis as far as possible. Since this could not be accomplished completely the resulting percentages of growth since 1935 are in the nature of estimates. However, they are sufficiently accurate to indicate general trends.

[3] Time sales only; prior to deduction of agency discounts.

[4] Combined with Arkansas (Estimated .27).

[5] Combined with Mississippi (Estimated .36).

[6] Includes Nevada.

[7] Combined with New Mexico.

[8] Combined with Wyoming.

Table VI
Average Net Sales by Size of Community: 1937[1]

CLASS OF STATION	*1,000,000 and Over*	*250,000-1,000,000*	*100,000-250,000*	*50,000-100,000*	*25,000-50,000*	*10,000-25,000*	*Under 10,000*
Clear channel							
50 kw. & over unlimited	$936,240	$808,787	$542,952	$274,382	-------	-------	-------
50 kw. & over part time	337,821	261,194	289,241	-------	-------	-------	-------
High-powered regional	-------	319,174	145,463	-------	-------	-------	-------
Regional							
Unlimited	323,650	232,607	154,000	106,650	$68,423	$56,585	$47,592
Part time	128,922	81,083	53,888 }	} 84,085		32,501	50,451
Day time	94,655	71,745	48,800 }		53,694	21,629	27,152
Local							
Unlimited	100,574	75,600	52,024 }	} 55,747	34,667	26,840	14,765
Part time	28,432	25,844 }	} 41,630 }		29,122	20,706	12,067
Day time		51,336 }			20,790	15,120	13,198

[1] The FCC definition of net sales is gross time and talent sales less discounts and agency commissions.

ANALYSIS OF NETWORK REVENUES, 1937

Table 2: Analysis of Net Revenues from Broadcast Services and Other Financial Data; Covering All Networks, Including Key Stations Operated by Networks.

Particulars	All Networks (Including Keys) Amount	*Major Networks (Including Keys) Amount	*Major Networks (Not Including Keys) Amount
(a) Revenues			
1. Time sales to advertisers (after trade discounts)	$58,831,681	$56,169,269	$53,254,778
2. Received of other networks and stations for network broadcasting of their time sales to advertisers	214,763	23,127	23,127
3. Total commercial time sales	$59,046,444	$56,192,396	$53,277,905
4. Less: Portion of sales paid to other networks	219,021	109,291	109,291
Portion of sales paid to stations	16,695,706	15,861,438	19,266,127
	$16,914,727	$15,970,729	$19,375,418
5. Balance: Time sales to advertisers retained by networks	$42,131,717	$40,221,667	$33,902,487
6. Sustaining program sales to stations	60,384	60,384	60,384
7. Sale of talent, and booking commissions	5,533,054	5,053,942	904,022
8. Other revenue incidental to broadcasting	1,759,631	1,713,948	1,713,948
9. Rent received from broadcast equipment and other fixed assets leased to others	89,576	89,576	89,576
10. Total sales and other revenues of networks	$49,574,362	$47,139,517	$36,670,417
11. Deduct: Commissions paid to agencies and brokers	9,033,300	8,491,766	8,043,825
12. Balance: Total revenues of networks	$40,541,062	$38,647,751	$28,626,592
(b) Expenses			
1. Salaries: Officers	$ 874,203	$ 821,276	$ 734,572
Program staff	1,625,274	1,555,092	1,555,092
Advertising and selling	1,452,075	1,403,016	1,225,536
Other salaries	4,256,740	4,028,027	3,541,701
	$ 8,208,292	$ 7,807,411	$ 7,056,901
2. Payments for communication lines used in program transmission	5,710,222	5,222,906	5,222,906
3. Payments for rent of complete broadcast stations leased from others	39,915	39,915	36,550
4. Program expense, including sustaining programs purchased	11,004,078	10,351,880	5,143,749
5. Advertising and selling, not including salaries	1,203,638	1,156,258	1,009,988
6. Repairs, maintenance, and supplies	459,624	425,957	360,780
7. Light, heat, power and miscellaneous rents	2,208,605	2,199,379	1,955,362
8. Depreciation of assets devoted to broadcasting	697,854	692,121	595,738
9. Amortization of intangible assets applicable to broadcasting	310,000	310,000	290,412
10. Taxes applicable to broadcasting (except Federal income taxes)	690,835	688,948	597,366
11. All other general expenses (including rents paid for use of land)	2,648,639	2,455,249	2,214,437
12. Total expenses	$33,181,702	$31,330,024	$24,484,189
(c) Net revenue from broadcast services	$ 7,359,360	$ 7,317,727	$ 4,142,403
(d) Other income (not included in (a), above)	384,981	349,302	349,300
(e) Gross income	$ 7,744,341	$ 7,667,029	$ 4,491,703
(f) Deductions from income (not included in (b), above)	25,128	21,366	21,366
(g) Net income before Federal income taxes	$ 7,719,213	$ 7,645,663	$ 4,470,337
(h) Estimated Federal income taxes (deduct)	1,323,259	1,315,215	1,064,037
(i) Net income for the period	$ 6,395,954	$ 6,330,448	$ 3,406,300

*Major networks are NBC, CBS, MBS.

Investment, Depreciation and Replacement Value of Broadcasting Properties by Power Classes, 1937

(Table 24: Summary of Responses of Stations to FCC Order No. 38)

Class of station and maximum power	Original cost			Depreciated value			Replacement value new		
	No. of stations	Technical equipment	Total investment	No. of stations	Technical equipment	Total investment	No. of stations	Technical equipment	Total investment
(Col. 1)	(Col. 2)	(Col. 3)	(Col. 4)	(Col. 5)	(Col. 6)	(Col. 7)	(Col. 8)	(Col. 9)	(Col. 10)
Clear channel stations:									
500,000 watts 50,000 watts	32	$7,929,427	$14,244,069	31	$2,339,190	$7,071,708	25	$7,924,397	$14,634,747
25,000 watts 10,000 watts	10	689,571	1,007,987	10	347,233	596,070	10	930,143	1,278,964
7,500 watts 5,000 watts	8	495,898	758,695	8	163,994	333,736	6	339,351	547,193
Total	50	$9,114,896	$16,010,751	49	$2,850,417	$8,001,514	41	$9,193,891	$16,460,904
Regional stations:									
25,000 watts 20,000 watts 10,000 watts	4	$ 856,145	$ 1,041,874	4	$ 353,927	$ 500,147	4	$ 579,608	$ 827,915
5,000 watts	90	6,874,865	11,961,566	88	3,852,432	7,582,900	82	5,947,427	10,761,092
2,500 watts	11	642,236	940,617	11	262,766	487,998	11	562,113	845,752
1,000 watts	113	4,800,956	7,416,936	109	2,286,720	4,010,545	104	3,861,199	6,234,858
500 watts	49	1,502,744	2,106,835	45	789,850	1,222,156	43	1,255,300	1,834,388
250 watts	22	375,935	609,216	22	258,553	427,270	21	337,586	557,123
200 watts 100 watts	7	117,549	136,261	8	68,818	86,393	6	92,351	110,330
Total	296	$15,170,430	$24,213,305	287	$7,873,066	$14,317,409	271	$12,635,584	$21,171,458
Local stations:									
250 watts	134	$2,227,476	$3,405,357	128	$1,293,772	$2,084,029	121	$1,726,970	$2,826,605
100 watts 50 watts	133	1,870,216	2,610,715	121	937,405	1,392,152	123	1,571,967	2,288,902
Total	267	$4,097,692	$6,016,072	249	$2,231,177	$3,476,181	244	$3,298,937	$5,115,507
Grand total	613	$28,383,018	$46,240,128	585	$12,954,660	$25,795.104	556	$25,128,412	$42,747,869

NOTE:—Of the 613 responses showing original cost data, 5 cover 2 stations each. Thus the table actually embraces data for 618 stations.

(*Continued from page 22*)

stance, for regional stations affiliated with national networks represent nearly all stations of this class situated in markets of importance.

Local stations affiliated with national networks in 1937 secured 16.6% of their business from this source as compared to nearly 25% in 1935. This drop has been due to the affiliation of an increased number of local stations situated in secondary markets, and which therefore are difficult to sell to advertisers. Network affiliation for these stations is more important as a program and prestige source than as a direct creator of revenues. National non-network advertising accounted for 12.4% of total revenues for this class of station, and local business for 70.9%.

Local stations affiliated with regional networks only, secure 89.8% of their business from local advertisers, while the proportion of local sponsorship in the case of stations not affiliated with any networks is 90.6%.

Unlimited time regional stations are the only ones affiliated with regional networks to secure any significant proportion of national business, 25.4% in this case.

Class of Business

Size of town has little influence upon the percentage of national business on clear-channel stations, though it naturally affects average revenues. Local business is more important on unlimited time clear-channel stations situated in cities of 1,000,000 population and over than anywhere else. This is due to the problem of covering huge metropolitan areas.

Regional stations in cities of 250,000-1,000,000 population secure the largest percentage of business from network sources of any stations of this class—35.5%. Once these cities have been passed, the proportion of network advertising decreases as the size of the community declines.

Other than cities of 1,000,000 population and over (50.6%) the percentage of local business on unlimited time regional stations increases as the size of the community grows smaller. A large proportion of the business of regional stations in towns under 25,000 population is national or regional in origin: 31.7% for unlimited time stations in towns 10,000 to 25,000 and 55.4% in communities under 10,000; 32.9% and 37.9% respectively for daytime stations situated in the same size communities; 72.0% for partime regional stations in towns of 10,000 to 25,000 and 48.6% for smaller communities. This confirms the use of stations of this type for the coverage of rural areas by national and regional advertisers, suggested earlier in the article.

If percentage of total business of various classes is considered, clear-channel stations account for 49.8% of network volume, 52.5% of national and regional non-network business and 19.4% of local radio advertising. The proportion of these various classes broadcast over regional stations is as follows: Network, 48.0%; national and regional non-network, 44.2% and local, 61.5%. Local stations account for 2.2% of network advertising, 3.3% of national and regional spot

(*Continued on page 26*)

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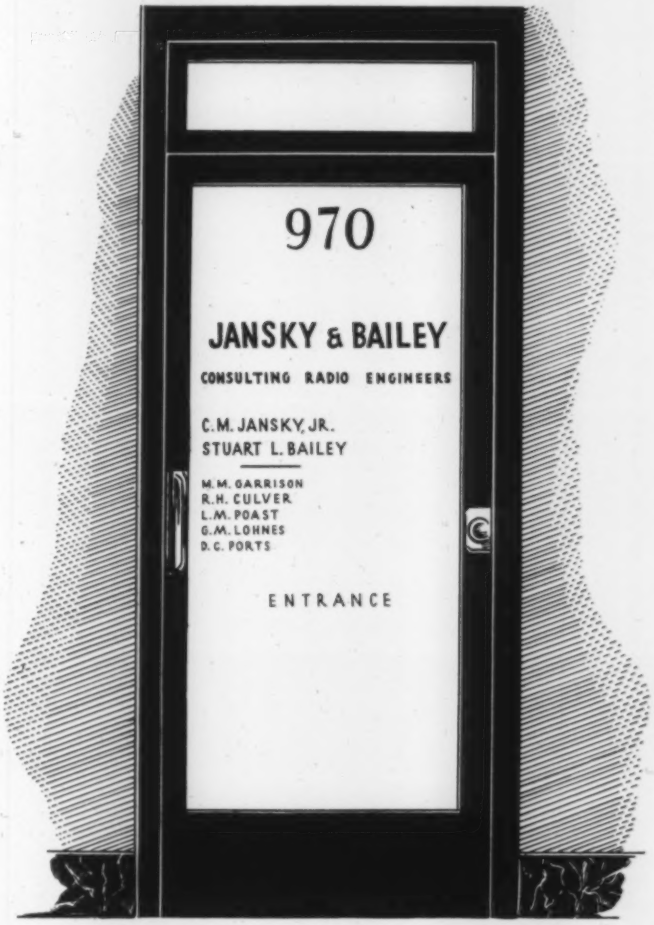
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TABLE XIII.—Summary of Responses from Broadcast Stations to F. C. C. Program Questionnaire

	COMMERCIAL									SUSTAINING		
Power Classification (Col. 1)	Music Percent (Col. 2)	Dramatic Percent (Col. 3)	Variety Percent (Col. 4)	Talks & Dialogues Percent (Col. 5)	News Percent (Col. 6)	Religious & Devotional Percent (Col. 7)	Special Events Percent (Col. 8)	Miscellaneous Percent (Col. 9)	TOTAL Percent (Col. 10)	Music Percent (Col. 11)	Dramatic Percent (Col. 12)	Variety Percent (Col. 13)
50,000 watts and over	11.117	20.483	8.823	6.959	3.831	.706	.183	.885	52.987	27.839	2.179	3.377
10,000 to 49,999	8.640	13.071	6.774	5.050	2.943	2.354	.727	1.483	41.042	33.894	2.520	5.009
5,000 to 9,999	11.371	11.600	6.934	5.039	3.463	1.618	.638	1.039	41.702	34.647	2.698	3.670
1,000 to 4,999	10.913	5.724	5.189	4.012	3.653	2.151	.781	1.946	34.369	39.047	3.083	4.621
101 to 999	13.363	2.060	3.093	2.950	2.664	2.553	.864	2.088	29.635	44.070	3.099	4.567
100 watts and less	14.550	1.853	2.445	2.800	3.084	1.696	.912	1.562	28.902	44.639	3.703	3.986
Total	12.419	6.050	4.600	3.850	3.191	2.004	.766	1.669	34.549	40.034	3.064	4.237

	COMMERCIAL									SUSTAINING		
Size of Community (Col. 1)	Music Percent (Col. 2)	Dramatic Percent (Col. 3)	Variety Percent (Col. 4)	Talks & Dialogues Percent (Col. 5)	News Percent (Col. 6)	Religious & Devotional Percent (Col. 7)	Special Events Percent (Col. 8)	Miscellaneous Percent (Col. 9)	TOTAL Percent (Col. 10)	Music Percent (Col. 11)	Dramatic Percent (Col. 12)	Variety Percent (Col. 13)
I. Total, United States	12.419	6.050	4.600	3.850	3.191	2.004	.766	1.669	34.549	40.034	3.064	4.237
II. Metropolitan District:												
Size of district												
2,500,000 and over	18.834	7.655	5.620	5.433	2.462	2.609	.415	2.163	45.191	33.559	2.434	3.681
1,000,000 to 2,499,999	13.622	9.316	5.602	5.736	3.040	2.596	.466	1.460	41.838	37.014	2.408	2.767
500,000 to 999,999	11.052	11.506	5.767	5.451	3.223	1.288	.415	1.533	40.235	36.237	2.725	3.797
250,000 to 499,999	14.116	8.989	5.983	4.308	2.970	2.026	.647	1.291	40.330	36.646	2.612	4.190
100,000 to 249,999	10.062	7.361	5.935	3.734	3.785	2.380	1.096	1.583	35.936	38.810	2.992	4.577
Total II	13.093	8.787	5.819	4.733	3.176	2.205	.672	1.550	40.035	36.853	2.669	3.900
III. Not in Metropolitan District:												
Size of city												
50,000 to 99,999	10.009	4.649	6.080	3.411	3.857	1.821	.780	1.758	32.365	41.845	3.318	5.402
25,000 to 49,999	10.050	3.590	3.361	2.672	3.642	1.668	.675	1.946	27.604	42.187	4.064	5.910
10,000 to 24,999	10.680	1.708	2.295	2.797	2.784	1.729	.931	1.611	24.535	47.465	3.314	4.334
Less than 10,000	16.513	2.215	2.009	2.493	2.872	1.908	1.118	2.025	31.153	41.108	3.420	2.946
Total III	11.620	2.804	3.154	2.805	3.208	1.766	.877	1.810	28.044	43.808	3.532	4.637

	COMMERCIAL									SUSTAINING		
Station Affiliation (Col. 1)	Music Percent (Col. 2)	Dramatic Percent (Col. 3)	Variety Percent (Col. 4)	Talks & Dialogues Percent (Col. 5)	News Percent (Col. 6)	Religious & Devotional Percent (Col. 7)	Special Events Percent (Col. 8)	Miscellaneous Percent (Col. 9)	TOTAL Percent (Col. 10)	Music Percent (Col. 11)	Dramatic Percent (Col. 12)	Variety Percent (Col. 13)
National networks	10.021	10.081	6.250	4.504	3.767	1.579	.559	1.345	38.106	36.792	3.108	5.013
Regional networks	10.048	1.705	4.069	4.520	2.732	2.678	.193	1.704	27.649	42.579	3.888	5.807
No network affiliation	15.919	1.260	2.475	2.894	2.484	2.482	1.117	2.095	30.726	44.013	2.897	2.998
Total	12.419	6.050	4.600	3.850	3.191	2.004	.766	1.669	34.549	40.034	3.064	4.237

(*Continued from page 24*)

business and 19.1% of local volume.

Net Profits of Stations

Clear-channel stations, as might be expected, are the most profitable units of the broadcasting business. The ratio of net income to net sales for unlimited time stations of this class in 1937 was 31%. (Table IX). Regional daytime and limited stations are the only class which are uniformly unprofitable.

The importance of network affiliation to regional and local stations is interestingly illustrated by the net income to net sales ratio. The ratio for network affiliated unlimited time regional stations is 24.5% as compared to 6.7% for non-affiliated stations. The corresponding percentages for unlimited time local stations are 10.1% and 6.6% respectively. As mentioned previously, location of network affiliated stations in strategic markets is a factor which undoubtedly plays a large part in their high average revenues and net profits.

It is interesting to note that regional stations in cities under 1,000,000 and over 50,000 population are the most profitable, a fact which seems to indicate that stations of this class are particularly well-adapted to serve communities of this size.

Local stations in cities over 250,000, which they tend to correspond to neighborhood newspapers, and those situated in cities of between 25,000 and 100,000 are the most profitable in this class, again suggesting that they are especially well-adapted to serve these two types of situations. Nearly one-third of all local unlimited time stations are located in towns of 25,000 to 100,000 population.

Part-time regional stations located in towns under 10,000 population possess a ratio of net income to net sales of 9.5%. This is considerably more than any other class of stations similarly situated and is indicative of the use of these stations for rural coverage by national advertisers.

The influence of market upon station profitability is illustrated in an interesting manner in Table X. As the proportion of stations of any class which are located in secondary markets increases, the percentage of the total profits from broadcasting represented by them decreases as compared to the percentage of sales for which they account. Thus unlimited time clear-channel stations, located principally in major markets, account for 29.7% of total time sales and 48.6% of net profits, while unlimited time local stations, situated mainly in secondary markets, account for 9.5% of sales and 3.0% of net profits.

Table X
Proportion of Total Net Sales and Income Going To Different Classes of Stations: 1937

Class of Station	Net Sales	Net Income[1]
All Stations	100.0%	100.0%
Clear Channel	36.4%	56.7%
50 kw. unlimited	29.7%	48.6%
50 kw. part time	2.2%	3.0%
5-25 kw. unlimited	2.8%	4.5%
5-25 kw. part time	1.7%	.6%
Regional	51.8%	40.1%
High powered regional	2.2%	1.9%
Other unlimited	40.8%	35.8%
Limited and daytime	4.7%	....[2]
Part time	4.1%	2.4%
Local	11.8%	3.2%
Umlimited	9.5%	3.0%
Daytime	.7%	....[2]
Part-time	1.6%	.2%

[1] After deduction of Federal taxes.
[2] Loss as a group.

Network Profitability

Networks are not generally as profitable as are radio stations, it seems from data revealed by responses to Commission Order No. 38. The ratio of net sales to net income for national networks (without key stations) in 1937 was 11.9%, and 6.1% for regional networks.

Cost of Station Operation

Data published by the FCC Accounting Department enable the broadcasting field to determine its representative costs for the first time, and make it possible for the individual station manager to compare the proportion of his total costs represented by specific expense items with the average for stations of his class. A number of interesting features are revealed from an examination of average expense ratios for different classes of stations. (Table XI).

Executive expense averages 6.7% of total costs for all stations and rises as the size of station decreases. Executive expense for unlimited time clear-channel stations in 1937 was 3.3% as compared to

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Types of Programs Broadcast for the Week Beginning March 6, 1938, on a Percentage Basis

SUSTAINING—Continued						TOTAL								
Talks & Dialogues Percent (Col. 14)	News Percent (Col. 15)	Religious & Devotional Percent (Col. 16)	Special Events Percent (Col. 17)	Miscellaneous Percent (Col. 18)	TOTAL Percent (Col. 19)	Music Percent (Col. 20)	Dramatic Percent (Col. 21)	Variety Percent (Col. 22)	Talks & Dialogues Percent (Col. 23)	News Percent (Col. 24)	Religious & Devotional Percent (Col. 25)	Special Events Percent (Col. 26)	Miscellaneous Percent (Col. 27)	TOTAL Percent (Col. 28)
6.957	3.558	2.110	.705	.288	47.013	38.956	22.662	12.200	13.916	7.389	2.816	.888	1.173	100.000
7.729	4.869	2.584	1.754	.599	58.958	42.534	15.591	11.783	12.779	7.812	4.938	2.481	2.082	100.000
7.599	4.900	2.628	1.610	.546	58.298	46.018	14.298	10.604	12.638	8.363	4.246	2.248	1.585	100.000
8.808	5.179	2.994	1.376	.523	65.631	49.960	8.807	9.810	12.820	8.832	5.145	2.157	2.469	100.000
6.903	5.913	3.619	1.475	.719	70.365	57.433	5.159	7.660	9.853	8.577	6.172	2.339	2.807	100.000
7.341	5.741	3.486	1.498	.704	71.098	59.189	5.556	6.431	10.141	8.825	5.182	2.410	2.266	100.000
7.559	5.355	3.150	1.442	.610	65.451	52.453	9.114	8.837	11.409	8.546	5.154	2.208	2.279	100.000

SUSTAINING—Continued						TOTAL								
Talks & Dialogues Percent (Col. 14)	News Percent (Col. 15)	Religious & Devotional Percent (Col. 16)	Special Events Percent (Col. 17)	Miscellaneous Percent (Col. 18)	TOTAL Percent (Col. 19)	Music Percent (Col. 20)	Dramatic Percent (Col. 21)	Variety Percent (Col. 22)	Talks & Dialogues Percent (Col. 23)	News Percent (Col. 24)	Religious & Devotional Percent (Col. 25)	Special Events Percent (Col. 26)	Miscellaneous Percent (Col. 27)	TOTAL Percent (Col. 28)
7.559	5.355	3.150	1.442	.610	65.451	52.453	9.114	8.837	11.409	8.546	5.154	2.208	2.279	100.000
6.634	3.784	2.629	1.584	.504	54.809	52.393	10.089	9.301	12.067	6.246	5.238	1.999	2.667	100.000
6.618	4.621	2.597	1.540	.597	58.162	50.636	11.724	8.369	12.354	7.661	5.193	2.006	2.057	100.000
6.414	5.724	2.600	1.662	.606	59.765	47.289	14.231	9.564	11.865	8.947	3.888	2.077	2.139	100.000
7.182	4.767	2.385	1.443	.445	59.670	50.762	11.601	10.173	11.490	7.737	4.411	2.090	1.736	100.000
7.400	5.026	3.157	1.484	.618	64.064	48.872	10.353	10.512	11.134	8.811	5.537	2.580	2.201	100.000
6.954	4.816	2.699	1.522	.552	59.965	49.946	11.456	9.719	11.687	7.992	4.904	2.194	2.102	100.000
7.563	4.541	3.040	1.374	.552	67.635	51.854	7.967	11.482	10.974	8.398	4.861	2.154	2.310	100.000
8.902	5.570	3.561	1.575	.627	72.396	52.237	7.654	9.271	11.574	9.212	5.229	2.250	2.573	100.000
8.230	6.533	3.638	1.362	.589	75.465	58.145	5.022	6.629	11.027	9.317	5.367	2.293	2.200	100.000
8.146	6.767	4.442	1.012	1.006	68.847	57.621	5.635	4.955	10.639	9.639	6.350	2.130	3.031	100.000
8.275	5.993	3.684	1.347	.680	71.956	55.428	6.336	7.791	11.080	9.201	5.450	2.224	2.490	100.000

SUSTAINING—Continued						TOTAL								
Talks & Dialogues Percent (Col. 14)	News Percent (Col. 15)	Religious & Devotional Percent (Col. 16)	Special Events Percent (Col. 17)	Miscellaneous Percent (Col. 18)	TOTAL Percent (Col. 19)	Music Percent (Col. 20)	Dramatic Percent (Col. 21)	Variety Percent (Col. 22)	Talks & Dialogues Percent (Col. 23)	News Percent (Col. 24)	Religious & Devotional Percent (Col. 25)	Special Events Percent (Col. 26)	Miscellaneous Percent (Col. 27)	TOTAL Percent (Col. 28)
8.169	4.432	2.523	1.355	.502	61.894	46.813	13.189	11.263	12.673	8.199	4.102	1.914	1.847	100.000
7.131	6.430	3.295	2.692	.529	72.351	52.627	5.593	9.876	11.651	9.162	5.973	2.885	2.233	100.000
6.804	6.441	3.964	1.392	.765	69.274	59.932	4.157	5.473	9.698	8.925	6.446	2.509	2.860	100.000
7.559	5.355	3.150	1.442	.610	65.451	52.453	9.114	8.837	11.409	8.546	5.154	2.208	2.279	100.000

7.6% for unlimited time regional stations, 10.7% for unlimited time local stations and 12.0% for part-time local stations. This trend is due to the fact that, as the station becomes smaller, an increasing percentage of the routine work of the station is performed by the executives. Executive expense is uniformly higher for part-time than for unlimited time stations.

There is a slight tendency for salaries, other than executive, to represent a large percentage of total cost as the size of station decreases. Salaries account for 15.3% of station operating cost in the case of unlimited time clear-channel stations, 21.1% for unlimited time regional stations and 24.2% for unlimited local stations. The salary ratio is slightly lower in the case of part-time stations.

Payments to national representatives and brokers, primarily the former, are a comparatively constant factor in the broadcasting business and average 3.5% for all stations. Advertising, sales promotion, publicity and miscellaneous selling is another category which remains fairly constant for all classes of stations, and averages 5.3%. Since the payroll of the sales staff of the average station probably amounts to about 6% of its operating cost the total sales expense of a radio station amounts to approximately 15%. This is exclusive of agency commissions which either must be considered an expense of sales or as a special discount to a functional middleman rendering sales and promotional service in addition to assuming other functions which otherwise would devolve upon the radio station.

Programs account for nearly 35% of the total expense of the average station. The proportion of total expense represented by programs decreases as the class of station decreases. It is 43.3% in the case of unlimited time clear-channel stations, 32.2% for unlimited time regional stations and 27.2% for local stations of the same class.

Repairs and maintenance tend to be slightly lower for local stations than for other classes, while there is a slight tendency for the percentage of total costs represented by wire rental to increase as the size of station decreases. With a

(*Continued on page 28*)

Table XI
PERCENTAGE OF OPERATING EXPENSE
Represented by Various Items on Different Classes of Stations[1]: 1937

	CLEAR CHANNEL 50 kw.& over		*CLEAR CHANNEL 5-25 kw.*		*HIGH POWERED REGIONAL*	*REGIONAL*			*LOCAL*			*ALL STATIONS*
	Unlimited	*Part-time*	*Unlimited*	*Part-time*		*Unlimited*	*Ltd. & Day*	*Part-time*	*Unlimited*	*Day*	*Part-time*	
Salaries to Officers	3.3	6.0	3.4	6.7	4.9	7.6	8.1	8.5	10.7	10.2	12.0	6.7
Other Salaries (except program employees)	15.3	11.6	22.7	17.7	22.0	21.1	19.6	22.0	24.2	20.5	21.6	19.6
Total Salaries	18.6	17.6	26.1	24.4	26.9	28.7	27.7	30.5	34.9	30.7	33.6	26.3
Payment to national reps. and brokerage	3.3	4.0	4.0	6.3	4.1	4.0	3.4	2.7	3.4	0.1	2.7	3.7
Program expense	41.2	43.1	36.1	29.5	26.2	31.5	32.0	29.1	27.2	27.0	28.7	33.8
Program and talent expense-extraordinary	2.1	---	3.0	---	1.3	0.7	---	0.4	0.2	---	0.1	1.0
Total program expense	43.3	43.1	39.1	29.5	27.5	32.2	32.0	29.5	27.4	27.0	28.8	34.8
Advertising, sales promotion, misc., selling, publicity	5.6	5.7	4.8	6.9	5.8	5.0	5.7	5.8	5.4	4.2	4.8	5.3
Repairs, maintenance and supplies	3.5	1.3	3.5	3.1	3.4	3.7	4.1	3.4	2.9	2.9	3.0	3.5
Light, heat, power & miscellaneous rents	6.8	2.8	4.7	6.1	5.1	4.0	4.1	3.7	3.2	4.6	6.9	4.8
Rent for broadcasting equipment leased from others	0.9	10.4	0.1	0.4	0.1	1.3	0.5	0.3	0.3	0.1	0.4	1.1
Wire costs	2.4	4.2	1.7	3.4	3.1	2.9	3.4	4.0	3.9	4.0	2.8	2.9
Miscellaneous general expense	7.8	6.1	9.0	12.0	11.3	9.7	11.7	11.9	10.7	18.6	8.7	9.5
Depreciation	5.4	1.3	4.3	5.8	10.4	5.6	5.1	5.9	5.4	6.0	5.5	5.5
Amortization of intangibles applicable to broadcasting	0.1	1.5	0.2	0.1	---	0.4	0.2	0.3	0.5	---	---	0.3
Taxes (except Federal income)	2.3	2.0	2.5	2.0	2.3	2.5	2.1	2.0	2.0	1.8	2.8	2.3
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

[1] Only for stations with annual sales of $25,000 or more.

(Continued from page 27)

few exceptions depreciation is a constant factor and averages 5.5% for stations as a whole. If depreciation charges are compared to the original cost of physical equipment on various classes of stations the following average depreciation rates are revealed: 50 kw. clear-channel stations, 11.1%; 5-25 kw. clear-channel stations, 10.9%; regional stations, 12.9% and local stations, 9.1%.

As would be expected, the relative importance of power costs decline as the station becomes smaller. It is 6.8% for 50 kw. unlimited time stations and 3.2% for local stations of the same class. Variables affecting costs on part-time stations are sufficiently numerous to make any generalizations regarding them extremely difficult if not out of question.

Personnel comprises the major expense of the broadcasting business. If the week beginning March 6, 1938, may be assumed as representative (a reasonable assumption if some allowance is made for seasonality) personnel costs account for approximately three-quarters of total station operating expense.

Station Payrolls

Analysis of station payrolls for the week beginning March 6, 1938 reveals additional information regarding station operating expense. (Table XII). It will be noted from this table that executive expense increases as the size of station decreases, while the reverse is true of general administrative expense. This is another indication of the fact that the work of general administration is assumed to a larger degree on smaller stations. Technical payrolls remain a comparatively constant expense for all classes of stations. Program payroll becomes a decreasing proportion of the total payroll as the size of station declines, while commercial payroll exhibits the opposite tendency.

If executive payrolls are broken down and allocated to the major station operating divisions, the proportion of the average station's personnel expense represented by each division is as follows: Technical, 18.5%; program, 46.8%; commercial 13.2%; general administrative, 20.4% and miscellaneous, 0.9%.

Radio Program Service

Information also has been collected by the Commission regarding the nature of commercial and sustaining program service on various classes of stations and sizes of community (Table XIII).

Commercially sponsored time represented 34.55% of total broadcasting hours during the week beginning March 6, 1938, and decreased as the size of the station decreased. In the case of stations 50 kw. and over, 52.99% of total time was sponsored, as compared to 28.90% for 100 watt stations. The proportion of commercially sponsored hours remained comparatively constant for metropolitan districts of 100,000 population and over and averaged 40.0%. It showed some tendency to decline as the size of community decreased below that point, and averaged 28.0% for communities under 100,000 population.

There was a slight tendency for stations affiliated with national networks to broadcast more hours of commercially sponsored programs than those not affiliated with any network—38.1% in the case of the former and 30.7% for the latter.

While music is the most important element in commercial programs with regard to stations as a whole, representing 12.4% of total hours broadcast, drama consumes the largest proportion of time in the case of 50 kw. stations. Commercial dramatic programs account for 20.5% of all hours broadcast by these stations. Though comparable data are not available this is without doubt a tremendous shift from five or six years ago, when drama was a secondary factor in commercial programming.

Talks and dialogues increase in importance as the size of station increases as do variety programs. News remains comparatively constant with respect to commercially sponsored programs, while commercial religious programs increase in importance as the size of the station decreases.

There are no major variations in the relative importance of different classes of commercial programs by size of community other than those already noted with regard to size of station. It must be remembered in this respect that clear channel and unlimited time regional stations tend to concentrate in communities of 100,000 population and over while smaller stations on the average seek smaller cities.

Network affiliated stations show the expected preponderance of dramatic programs and commercially sponsored talks and dialogues as compared to non-network stations.

Program Variations

Analysis of sustaining program service reveals other interesting tendencies. Music increases in importance as the size of station decreases and at a more rapid rate than in the case of commercially sponsored hours. Sustaining dramatic programs remain a constant proportion of total hours of that category for all classes of stations, as do variety programs and talks. News and religious programs increase slightly in importance as the size of station decreases. The same general tendency is to be noted as the size of town becomes smaller.

Variations between network affiliated and non-network stations as to sustaining service are the same as those previously indicated with respect to size of station and community.

Table XII
PERCENTAGE OF WEEKLY PAYROLL
By Functional Divisions[1]

(Week beginning March 6, 1938)

Clear Channel		Executive[1]	Technical.	Program	Commercial	Gen. and Adm.	Misc.	Total
50 kw. & over	Unlimited	11.6	16.2	51.6	6.5	11.8	2.3	100.0
50 kw. & over	Part-time	10.9	6.8	67.3	2.9	12.1	--	100.0
5-25 kw.	Unlimited	22.6	17.5	40.0	6.4	13.5	--	100.0
5-25 kw.	Part-time	22.0	15.6	36.2	12.3	13.9	--	100.0
High-powered regional		23.5	20.8	36.3	10.2	8.2	--	100.0
Regional								
Unlimited		22.7	15.6	41.2	11.1	9.4	--	100.0
Limited and Day		26.9	14.5	37.5	11.4	9.7	--	100.0
Part-time		24.8	14.1	40.3	12.8	8.0	--	100.0
Local								
Unlimited		30.6	15.8	29.1	15.8	8.7	--	100.0
Day		35.5	17.0	29.4	9.5	8.6	--	100.0
Part-time		25.5	16.0	31.5	17.3	9.7	--	100.0
All Stations		19.0	15.9	44.3	9.5	10.4	0.9	100.0

[1] This includes administrative, technical, program, sales, and publicity executives and should be viewed in this light.

Proportion of 1937 Total Net Sales and Income Going to Different Classes of Stations:

	Net Sales	Net Income[1]
All Stations	100.0%	100.0%
Clear Channel	36.4%	56.7%
50 kw. unlimited	29.7%	48.6%
50 kw. part-time	2.2%	3.0%
5-25 kw. unlimited	2.8%	4.5%
5-25 kw. part-time	1.7%	.6%
Regional	51.8%	40.1%
High-power regional	2.2%	1.9%
Other unlimited	40.8%	35.8%
Limited and daytime	4.7%	----[2]
Part-time	4.1%	2.4%
Local	11.8%	3.2%
Unlimited	9.5%	3.0%
Daytime	.7%	----[2]
Part-time	1.6%	.2%

[1] After deduction of Federal Taxes.

[2] Loss as a group.

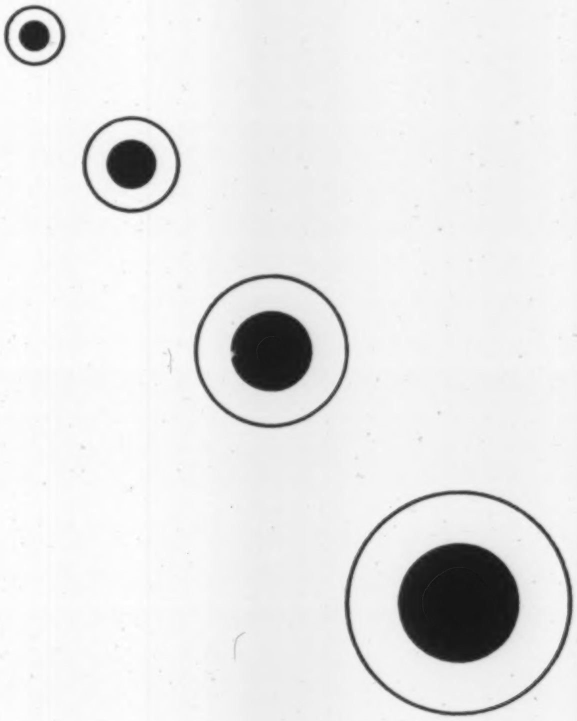
Functional Employment and Payroll Data of Stations
FCC Table 35: Covering Week of March 6, 1938

Class of employee	Number Employed: Full time: Paid	Full time: Not paid	Part time: Paid	Part time: Not paid	Weekly Pay Roll: Full-time paid	Average weekly pay	Part-time pay	Average weekly pay
I. Executives:								
General managerial	671	30	142	19	$77,639	$115.70	$9,857	$69.46
Technical	373	4	33	6	23,247	62.35	709	21.72
Program	349	..	16	2	21,649	62.12	375	22.87
Commercial	289	6	13	..	26,055	90.09	659	51.09
Publicity	88	1	14	1	5,294	59.89	406	29.74
Miscellaneous	9	..	..	..	1,672	185.78	..	..
Total	1,779	41	218	28	155,556	87.44	12,006	55.20
II. Employees:								
A. Technical:								
Research and development	307	..	28	1	14,880	48.45	376	13.67
Operating	2,869	7	243	5	121,134	42.22	3,100	12.76
Miscellaneous	17	..	1	..	400	23.53	21	21.00
Total	3,193	7	272	6	136,414	42.72	3,497	12.88
B. Program:								
Production	872	3	61	10	39,884	45.72	955	15.70
Writers	614	1	63	36	21,920	35.68	1,058	16.70
Announcers	1,890	12	293	14	65,011	34.40	3,352	11.43
Staff musicians	2,318	11	991	19	136,176	58.74	16,996	17.16
Other artists	684	1	2,849	300	23,504	34.36	58,303	20.46
Miscellaneous	547	..	285	112	19,132	35.00	4,023	14.12
Total	6,925	28	4,542	491	305,627	44.13	84,687	18.65
C. Commercial:								
Outside salesmen	1,276	52	149	8	64,742	50.75	3,526	23.59
Promotion and merchandising	250	7	27	1	12,251	48.90	721	27.21
Miscellaneous	96	..	..	..	2,951	30.74	..	..
Total	1,622	59	176	9	79,944	49.28	4,247	24.13
D. General and administration:								
Accounting	593	4	168	7	20,000	33.71	1,993	11.87
Clerical	839	2	92	1	18,628	22.20	748	8.14
Stenographic	1,015	2	87	2	23,240	22.90	994	11.44
Miscellaneous	964	2	265	..	23,988	24.90	2,244	8.44
Total	3,411	10	612	10	85,856	25.17	5,979	9.76
E. Miscellaneous	155	..	..	..	7,497	48.37	..	..
Total II	15,306	104	5,602	516	615,338	40.20	98,410	17.57
III. Grand total	17,085	145	5,820	544	$770,894	$45,12	$110,416	$18.97

Note A:—Of the 626 responses accounted for in this tabel, 5 cover 2 stations each. Thus the table actually embraces data for 631 stations
Note B:—Includes data for employees whose services at certain key stations include network and other operations.

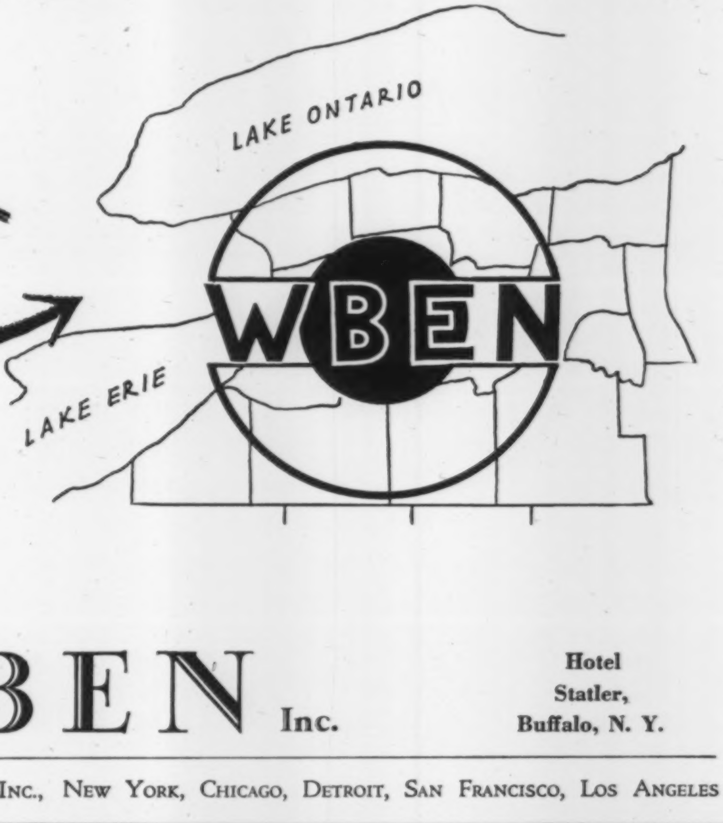
⊙ Traditionally the chemist's symbol for GOLD

Webster



Traditionally the advertiser's symbol for successful coverage of the

BUFFALO AREA



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Program Popularity In 1938

By A. W. LEHMAN

Manager, Cooperative Analysis of Broadcasting (CAB)

A COMPARISON between November, 1937, and November, 1938, made by the Cooperative Analysis of Broadcasting shows relatively little shift in popularity among the 10 leading programs based on their ranks for each of the two months. The two leaders, *Chase & Sanborn* and *Jack Benny*, maintained their positions of first and second, respectively. Perhaps the most significant change was the rise of the *Big Town* program with Edward G. Robinson from fortieth place to eighth. Shows of the gang-busting, racket-smashing type had been aired successfully before, but this one combined those qualities with a well-written, fictitious, dynamic script and outstanding film stars.

The former leader, *Major Bowes*, wound up the 12 months in ninth place instead of third, although in doing so he lost but 4.4% of radio set-owners from his audience. The *Kraft Music Hall* show proved consistent by placing fourth in November of both years. *Eddie Cantor* fell from fifth position to eleventh in the twelve-month period, perhaps partly because of a change in time of broadcast. On the other hand, *Al Jolson's* improved rating lifted him from eleventh to seventh. *Lux Radio Theatre* climbed from sixth to third place as the result of a substantial increase in its rating.

Because of bunching of program ratings around the 20% mark, the various programs in sixth to tenth places are subject to rapid fluctuations in rank, but *Town Hall Tonight* and *Burns & Allen* finished just about where they started, the former moving from seventh to sixth and the latter from ninth to tenth. The change in rating was less than 1% in each case. Rudy Vallee's *Royal Gelatin Hour* moved from eighth to fifth place with an increase of but one point while *Hollywood Hotel* dropped from tenth to fourteenth place with a loss of only four-tenths of a point in the rating.

Comparison With 1937

The ratings of two of the three programs which were in the same position in November, 1938, as in November, 1937, were about 10% higher than a year ago, while the third showed a slight increase in rating. The four leading programs in November, 1938, rated considerably higher than the first four in November, 1937. This is also true of the programs in tenth position in the same months, but not of the programs in the intervening positions.

In 1938, the 10 leading evening programs for November had an average rating of 25.6% of set owners compared with 25% for 1937. At the same time, the median rating for all 30-minute evening programs rose from 7.5 to 9.0.

Table I is based on the months of November, 1938, and November, 1937, and shows the distribution of sponsored evening network programs according to ratings. From Table I it is evident that 46.6% of the programs rated 10.0 or higher in November, 1938, compared with 38.9% a year earlier. This can be accounted for by three factors. First, there appears to have been a greater amount of total listening in 1938; second, there was evidently a greater amount of listening to the leading programs; third, there is probably more reluctance on the part of advertisers to keep a poorly rated program on the air.

I–Distribution of Sponsored Network Evening Programs According to Ratings

Rating (% of set owners)	1938		1937	
	No. of Programs	*% of Total*	*No. of Programs*	*% of Total*
40.0 and over	1	1.1	0	---
From 35.0 to 39.9	0	0.0	1	1.0
From 30.0 to 34.9	1	1.1	1	1.0
From 25.0 to 29.9	2	2.2	2	2.1
From 20.0 to 24.9	6	6.7	5	5.3
From 15.0 to 19.9	11	12.2	7	7.4
From 10.0 to 14.9	21	23.3	21	22.1
From 5.0 to 9.9	35	39.0	43	45.3
From 0.0 to 4.9	13	14.4	15	15.8
TOTAL	90	100.0	95	100.0

These figures also seem to indicate that as program appeals are improved, total audiences increase; a program which rises rapidly in popularity does not necessarily cut heavily into the audiences of other leading programs.

This fact was indicated the year before when the *Chase & Sanborn* program catapulted into first place while *Jack Benny* fell from first to second, *Major Bowes* from second to third, *Eddie Cantor* from third to sixth, *Lux Radio Theatre* from fifth to seventh compared with a year earlier — although Benny's rating was actually 2.5 percentage points higher, Major Bowes only 0.8 point lower, Cantor 0.1 point higher and Lux Radio Theatre 0.6 point higher.

The Ten Leaders

During November, 1938, the 10 leading evening programs were:

1. Chase & Sanborn—McCarthy
2. Jack Benny—Jello
3. Lux Radio Theatre
4. Kraft Music Hall—Crosby
5. Rudy Vallee—Royal Gelatin
6. Town Hall—Fred Allen
7. Al Jolson Show
8. Big Town—Ed G. Robinson
9. Major Bowes Amateur Hour
10. Burns & Allen

Popularity Shifts in 1938

During the year ending Nov. 30, the *Charlie McCarthy — Chase & Sanborn* program was the Number 1 evening program for each of the 12 months. During that same period *Jack Benny*, broadcasting for nine months, being off the air during July, August and September, ranked second for eight months, slipping into third position in only one month—last May. *Lux* was on the air for ten months and ranked second for two months, third for two months, fourth for five months, and sixth for one month. The *Kraft Music Hall*, on for the entire year, with either Crosby or Burns playing the lead, scored by months, one second place, eight thirds, and three fourth positions. *Vallee* had two fourths, three fifths, one seventh, three eights, and two tenths. *Major Bowes Amateur Hour* fluctuated widely, ranging from twelfth to second place by months. *One Man's Family* ranged from nineteenth to fourth, while Fred Allen out of nine months of broadcasting was in fifth position for three months, sixth position for one month, eighth place twice, ninth twice, tenth place for only one month. *Burns & Allen* and *Eddie Cantor* were both among the five leaders for two months out of the nine months they were on the air.

Table II shows the rankings of the 10 programs which were among the five leaders for any month during the year ending November, 1938.

Leading Programs, Day Time

As of November, 1938, the following ten shows led in the daytime:

1. Magic Key of RCA
2. The Guiding Light
3. Ma Perkins
4. Ben Bernie
5. Pepper Young's Family
6. Mary Marlin
7. The Woman in White
8. The Big Sister
9. The O'Neills
10. Aunt Jenny's Real Life Stories

On the previous November the ten daytime leaders were:

1. Guy Lombardo
2. Today's Children
3. Ma Perkins
4. Vic & Sade
5. The O'Neills
6. Pepper Young's Family
7. David Harum
8. Just Plain Bill
9. Magic Key of RCA
10. The Big Sister

Over a period of years, sets in use at some time during the entire broadcasting day have shown very little variation. Since October, 1935, the range for week days has been from a low in July, 1936, of 56.8% of set owners to a high in January, 1938, of 73.4%. It is interesting to note that if Sundays are included, the low-point was August, 1937, with 45.3% of sets in use sometime during the day, and the high-point was in February, 1938, with 75.6% of sets in use. In the Daylight Saving period, listening runs about 12% less than during the Standard Time period.

There is very little difference in listening by geographical areas except for the Pacific Coast, where

(*Continued on page 32*)

II–Monthly Rankings of the Ten Programs Which Were Among Five Leaders for Any One Month During the Year Ending Nov. 30, 1938

	Nov.	*Oct.*	*Sept.*	*Aug.*	*July*	*June*	*May*	*April*	*Mar.*	*Feb.*	*Jan.*	*Dec.*
Chase & Sanborn	1	1	1	1	1	1	1	1	1	1	1	1
Jack Benny	2	2	*NB	NB	NB	2	3	2	2	2	2	2
Lux Radio Theatre	3	3	2	NB	NB	4	2	4	4	4	4	6
Kraft Music Hall-Bing Crosby	4	4	3	3	2	3	4	3	3	3	3	3
Rudy Vallee	5	5	4	5	4	10	8	6	8	8	10	7
Major Bowes Amateur Hour	9	12	5	2	3	6	7	9	11	7	6	4
One Man's Family	13	18	8	4	5	11	10	9	14	19	12	14
Town Hall-Fred Allen	6	8	NB	NB	NB	5	5	5	9	10	8	9
Burns & Allen	10	10	NB	NB	NB	8	14	7	5	9	5	8
Eddie Cantor	11	7	NB	NB	NB	17	16	12	6	5	7	5

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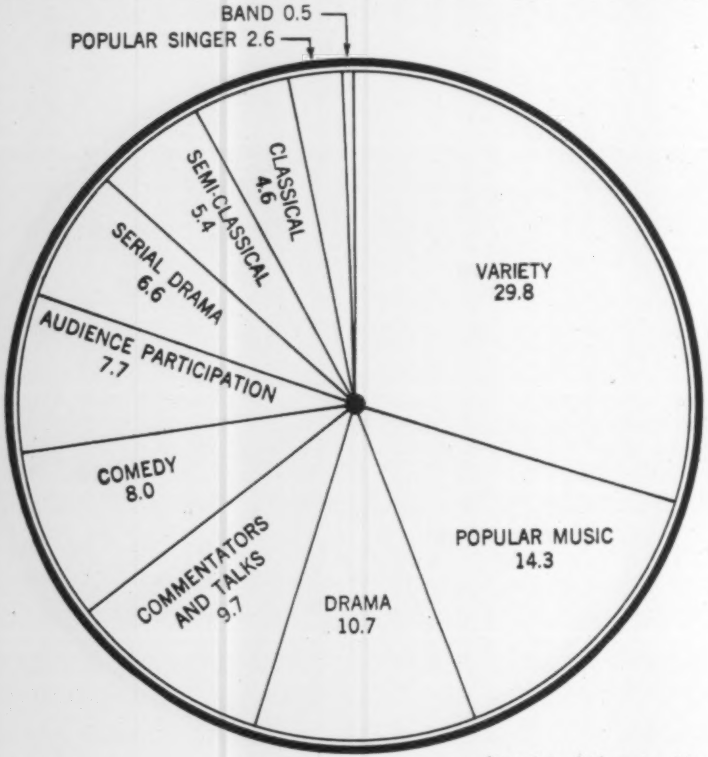
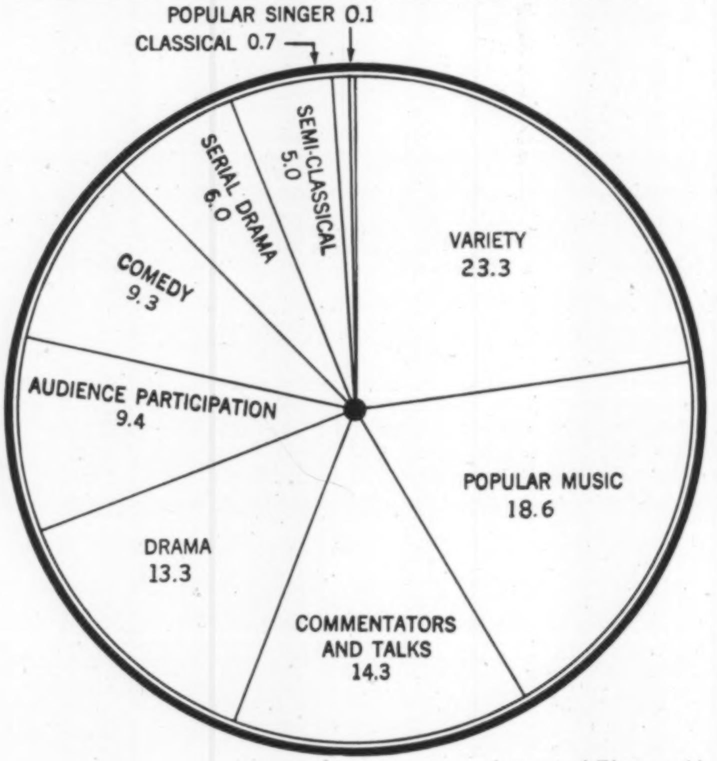
III—Division of Commercial Network Time By Program Types: Evening Programs
(October, 1937—April, 1938)



Type of Program	Average Rating	Rank	Amount of time on Air Number of Programs	% of Time	Rank in % of time
Variety	15.9	1	33	29.8	1
Comedy	10.4	2	7	8.0	5
Drama	10.1	3	13	10.7	3
Serial Drama	9.8	4	7	6.6	7
Audience Participation	9.7	5	11	7.7	6
Semi-classical	8.3	6	7	5.4	8
Classical	7.4	7	4	4.6	9
Popular Music	7.0	8	18	14.3	2
Band	6.0	9	1	0.5	11
Commentators and Talks	5.0	10	15	9.7	4
Popular Singer	2.4	11	2	2.6	10

IV—Division of Commercial Network Time By Program Types: Evening Programs
(May to September, 1938)



Type of Program	Average Rating	Rank	Amount of Time on Air Number of Programs	% of Time	Rank in % of time
Variety	13.5	1	24	23.3	1
Audience Participation	9.6	2	9	9.4	5
Serial Drama	9.3	3	7	6.0	7
Classical	9.2	4	1	0.7	9
Drama	9.1	5	16	13.3	4
Comedy	6.7	6	7	9.3	6
Popular Music	6.1	7	19	18.6	2
Semi-Classical	6.0	8	4	5.0	8
Commentators and Talks	4.7	9	13	14.3	3
Popular Singers	1.5	10	1	0.1	10

NOTE—Each program type has been allotted the number of hours which all programs in that type represent. The chart is based on the table of program types given later. 15 minute programs broadcast 5 times a week have been considered as 1¼ hours per week for the number of weeks investigated, 15 minute programs 3 times a week ¾ hour, etc.

(*Continued from page 30*)

there are substantially more sets in operation in the early evening hours due primarily to differences in time and the fact that the highly popular programs are scheduled on Eastern Time.

Programs in Rural Areas

The CAB has made two rural surveys, totalling over 40,000 interviews, for the purpose of comparing rural trends with those revealed by the regular urban investigations. As the result of these studies, two differences are readily discernible. The median ratings of evening programs are lower in rural areas than in cities, but median ratings of daytime programs are higher in rural areas.

The rural survey conducted in the spring of 1938 showed that of the 10 programs most favored by rural audiences, seven were among the 10 most favored by urban listeners. The exceptions were *Lowell Thomas, National Barn Dance* and *One Man's Family*. Conversely, of the 10 leading programs in urban centers, seven were also found among the 10 leading rural preferences. The exceptions in this case were *Kraft Music Hall-Bing Crosby, Al Jolson*, and the *Royal Gelatin Hour-Rudy Vallee* programs.

Of the 10 leading daytime programs in rural communities, only four were to be found among the 10 city leaders and conversely, six of the 10 urban favorites were not among the rural favorites. The four programs achieving nearly equal popularity in both urban and rural sections were *Guy Lombardo, The Woman in White, David Harum* and *Just Plain Bill*. The programs which showed the greatest divergences were *Hilltop House*, with a rural ranking of sixth and an urban ranking of thirty-sixth, and *Terry and the Pirates* with an urban ranking of fifth, but a rural ranking of thirty-fourth.

Too much significance, however, should not be placed on these apparently wide divergences since they are based on lower ratings compared with evening programs and the ratings tend to be more closely bunched.

The tables in the next two columns compare the ranking of programs in rural areas with large cities and vice versa.

Rankings of the 10 Leading Evening Programs in Rural Areas Compared with their Large City Rankings

	Rural Areas Ranking	Large Cities Ranking
Chase & Sanborn	1	1
Jack Benny	2	2
Major Bowes	3	9
Lowell Thomas	4	21
National Barn Dance	5	30
Burns & Allen	6	6
Town Hall—Allen	7	4
Lux Radio Theatre	8	3
One Man's Family	9	16
Phil Baker	10	10

Rankings of the 10 Leading Evening Programs in Large Cities Compared with their Rural Rankings

	Large Cities Ranking	Rural Areas Ranking
Chase & Sanborn	1	1
Jack Benny	2	2
Lux Radio Theatre	3	8
Town Hall—Allen	4	7
Kraft Music Hall	4	18
Burns & Allen	6	6
Rudy Vallee	7	11
Al Jolson	8	15
Major Bowes	9	3
Phil Baker	10	10

Rankings of the 10 Leading Daytime Programs in Rural Areas Compared with their Large City Rankings

	Rural Areas Ranking	Large Cities Ranking
Guy Lombardo	1	1
Dick Tracy	2	27
The Woman in White	3	2
Gospel Singer	4	24
David Harum	5	7
Hilltop House	6	36
Bachelor's Children	7	14
Just Plain Bill	8	9
Pretty Kitty Kelly	9	28
John's Other Wife	10	22

Rankings of the 10 Leading Daytime Programs in Large Cities Compared with their Rural Rankings

	Large Cities Ranking	Rural Areas Ranking
Guy Lombardo	1	1
The Woman in White	2	3
Guiding Light	3	12
Vic & Sade	3	20
Aunt Jenny Real Life Stories	5	23
Terry and the Pirates	5	34
David Harum	7	5
Mary Marlin	7	12
Just Plain Bill	9	8
The Big Sister	10	18

An analysis of preferences by evening program types indicated that, with some exceptions, rural audiences favored Variety, News, and Personality shows in about the same degree as their urban neighbors. However, preferences for other program types varied widely from those of urban listeners as table V shows.

V—Comparison By Type Of 80 Rated Evening Programs: Rural vs. Urban

No. of Programs	Type	Rural Areas Average Rating	Rural Areas Rank	Large Cities Average Rating	Large Cities Rank
12	Variety	11.3	1	16.8	1
4	Novelty	11.1	2	11.6	4
3	News Topics and Drama	10.3	3	8.8	6
15	Personality	10.0	4	13.8	2
8	Serial Drama	9.3	5	9.4	5
12	Drama	8.1	6	12.2	3
8	Dance Music	5.7	7	7.7	7
4	Classical	5.1	8	7.6	8
7	Musical Revue	4.9	9	7.5	9
5	Semi-Classical	4.7	10	7.1	10

The above tables include only those type classifications which include 3 or more programs. The amateur and popular singer classifications are omitted since there was only one program in each class.

Special Events and Sports

During the year 1938 the CAB issued a number of special reports on public events of outstanding interest. For instance, on July 8, 5.5% of set-owners interviewed heard President Roosevelt speak in the daytime from Marietta, O., while 2.6% heard him speak from Covington, Ky., on the same day. Alfred M. Landon was heard during the evening by 3.4% of the set-owners interviewed on July 6.

At the height of the 1938 gubernatorial contests, the President spoke on behalf of Governors Lehman and Murphy. The CAB reported 23.3% of set-owners interviewed as hearing that broadcast. This rating is only about a point lower than the ratings for his 1936 evening speeches which, it will be recalled, were delivered at the height of the Presidential campaign.

During the period of high tension concerning the international situation in late September, 1938, the audience for news broadcasts was unusually high. For instance, on Wednesday, September 28, the day before the Munich Conference, radio listeners reported that *one out of every six programs* heard was a news broadcast. During the daytime, 14% of all program mentions were for news; at night, 19%.

The CAB also reported on the interest of the radio audience in sports features. Greatest interest was displayed in the Louis-Schmeling fight on Wednesday, June 22, 1938, sponsored by Buick. 63.6% of the radio set-owners interviewed reported hearing this broadcast over the NBC Red and Blue networks.

Baseball broadcasts came in for a generous share of listening, especially the World's Series. CAB figures for the years 1938, 1937 and 1935 indicated conclusively that an all-New York series has less general interest than one in which at least one contestant is not a New York team. The CAB did not report on the 1936 series since its investigation dates did not coincide with days the games were played.

Ratings for the four games in 1938 between the New York Yankees and Chicago Cubs were:

Wednesday,	Oct. 5	31.9
Thursday,	Oct. 6	30.3
Saturday,	Oct. 8	33.2
Sunday,	Oct. 9	37.5
	Average	33.2

For the four days of the 1937 series between the New York Yankees and New York Giants on which the CAB investigated, the ratings were:

Wednesday,	Oct. 6	27.2
Thursday,	Oct. 7	26.1
Friday,	Oct. 8	20.6
Saturday,	Oct. 9	27.2
	Average	25.3

In 1935 the average for four World Series games between the Detroit Tigers and the Chicago Cubs was 34.7.

During the 1938 season, the CAB issued monthly reports on listening to baseball broadcasts. The monthly figures were:

May	17.4
June	16.0
July	18.0
August	19.6
September	16.8

On Wednesday, July 6, 17.8% of set-owners interviewed reported hearing the broadcast of the All-Star baseball game.

College football proved somewhat more popular with radio owners, commanding an audience of about 35% in the fall of 1938. Individual ratings for the following Saturdays were:

Oct. 1	24.3
Oct. 8	26.2
Oct. 22	34.8
Nov. 5	38.1
Nov. 19	42.4
Dec. 3	44.0

The ratings for both baseball and football are for play-by-play descriptions and not for resumes or sports news bulletins.

Setup of the CAB

The CAB (Cooperative Analysis of Broadcasting) was formed in March, 1930, as the result of study by the radio committee of the Association of National Advertisers. It is operated as a mutual, non-profit organization by a governing committee of five members, three of whom are appointed by the president of the Association of National Advertisers and two by the president of the American Association of Advertising Agencies. Crossley Inc. is employed by the committee to carry out the technical end of the job. The CAB is, therefore, the official organization for rating radio programs. It is supported by leading advertisers, agencies and networks who subscribe on the basis of their respective stakes in radio.

Method Used

The loosely defined term "recall" should not be applied to the technique the CAB now uses. As the result of 10 years of practice, constant experimentation and revision, it is now using a method which perhaps could be better defined as "the triple check method of identification". Under this method the listener need not remember the exact program name. He or she needs to give sufficient information about the program to enable the investigator by cross checking station, time, or description of the program, to enter it on CAB records as having been heard. This method has several outstanding advantages such as speed, accuracy, economy. It obtains the answer to the vital question *"Has the program made an impression?"*—a factor which the advertiser, to be successful, must know.

How the Work Is Done

Each year 52 investigators working simultaneously 168 days of the year in 33 cities from coast to coast make 510,000 completed interviews, based on more than 800,000 telephone calls. The geographical distribution of calls is in rough accordance with the distribution of radio sets and calls are distributed by income groups in accordance with the distribution of radio set-ownership by income groups. This means that the criticism leveled at all telephone surveys, that they reach only the higher income levels, has been eliminated so far as the CAB is concerned.

Reports Issued

The results of these investigations are sent to subscribers in the form of twenty-four semi-monthly reports which include ratings for each sponsored network program. Each rating which appears is a percentage of set owners and not of listeners. To illustrate simply:

If, out of each 100 set-owners who are interviewed in the area covered by a given program, 20 report that they heard it, then the rating which appears in the report is 20. The number of stations carrying a program does not affect the size of the rating.

Semi-annually two complete analyses of radio program audiences are prepared and sent to subscribers. These reports analyze all programs by type, compare programs by length of broadcast, give variation in popularity preferences both geographically and by income levels, give the relationship between the amount of time devoted to types of programs, and the average popularity of those types. The summer report, for the five months of daylight saving time is based on approximately 212,500 completed interviews with radio set-owners, the seven-month winter report on 297,500.

Annually the CAB issues information on the ebb and flow of the radio audience, comparing the number of sets in operation by years, by season of the year, by parts of the day, by hours of the day, by income levels, geographical sections.

The CAB has also made comprehensive studies of program audiences and listening habits in rural areas, comparing these data with the data regularly obtained in large cities. In the latest rural survey, conducted in the spring of 1938, investigators interviewed 21,154 rural set-owners, of whom 10,000 were farmers and 11,000 were located in small towns having an average population of less than 800.

From time to time special reports and ratings on outstanding events such as political speeches, international crises, prize fights, World Series baseball, football, etc. have been issued.

Further, the CAB supplies special analyses of radio programs from statistical material already compiled. For example, after a program has been on the air for a season a subscriber can obtain break-downs showing the relative popularity of the program for A, B, C and D income levels, by cities, major geographical sections or sales areas. Subscribers can also obtain complete case histories of all commercial programs broadcast during the past eight and one-half years. Subscribers use the CAB report to help them:

How Service Is Used

1. Determine the best day and hour to select whenever a choice of radio time is offered.

2. Follow the popularity trend of various types of programs and discover when a given type is worn out.

3. Purchase talent advantageously by comparing the performers on different programs.

4. Decide whether a given season should be included or dropped.

5. Make comparisons between daytime and evening programs.

6. Compare the difference in program audiences by sections of the country, population groups, income levels etc.

7. Discern by study of the leaders and laggers what makes a good radio program.

8. Check where the most important competition is and thus find the most desirable time to buy.

The CAB provides within a fortnight the "box-office" on all sponsored network programs based on a comprehensive, nation-wide sample, regardless of the time of day or night program is broadcast.

The investigation work is regularly carried on in:

Eastern Cities — Boston, New York, Philadelphia, Pittsburgh, Baltimore, Detroit, Cleveland, Buffalo, Cincinnati, Hartford, Providence, Syracuse, Rochester, Washington.

Southern Cities — Louisville, Memphis, Atlanta, New Orleans, Dallas, Houston, Oklahoma City.

Midwestern Cities—Chicago, St. Louis, Des Moines, Kansas City, St. Paul, Minneapolis, Omaha.

Pacific Coast Cities—San Francisco, Los Angeles, Portland, Seattle, Spokane.

Governing Committee

The members of the committee are D. P. Smelser, in charge of the Market Research Department of Procter & Gamble Co., chairman; Dr. George Gallup of Young & Rubicam, Inc. (and head of the Gallup Poll), treasurer; Chester H. Lang, General Electric Co.; Dr. L. D. H. Weld, McCann-Erickson, Inc.; A. Wells Wilbor, General Mills Inc.; A. W. Lehman, manager.

Team Mates

WMCA

AT THE TOP
OF THE DIAL
IN NEW YORK

for 4 Years

HAND over that diploma, professor! It's just 4 years since WMCA, New York, and WIP, Philadelphia, announced a permanent wire link joining these 2 independent stations.

The combination was a natural! For the first time advertisers were able to reach their 2 greatest markets—with the convenience of a network yet with local station effectiveness and economy.

If you like *tested* radio—Mr. Sponsor—here's a 4 year's tested team that can take you to town! To 2 towns!!

WIP

PHILADELPHIA'S
PIONEER VOICE

CALENDER OF EVENTS AND PROMOTIONAL GUIDE: 1939

Timely tieups for stations and sponsors are presented by the 'Retailer's Calendar and Promotional Guide for 1939' compiled by the National Retail Dry Goods Association. The calendar offers tips for programming and merchandising and also will prove helpful to promotion and sales departments. Allen A. Wells, Manager, Sales Promotion Division, NRDGA, prepared the guide. ‡Indicates event date tentative.

JANUARY

Flower—Snowdrop, carnation; Birthstone—Garnet, hyacinth

1—New Years Day; Paul Revere, patriot, born, 1735.
2—New Year's Day celebrated, legal holiday; Georgia admitted to Union, 1788.
3—27th year U. S. Postal Banks est.
4—Utah admitted to Union, 1896.
6—New Mexico joined Union 1912; Old Christmas Day (Epiphany); National Motor Boat Show, N. Y., Jan. 6-14.
7—Telephone communication New York & London, est. 1927; First Nat. election held, 1789; First regularly est. bank opened in America, opened in Phila. 1782.
8—Battle of New Orleans, 1815 (legal holiday in La.).
9—Connecticut joined Union, 1788. first balloon ascension in Am. at Phila. 1793.
10—First labor union in America New York tailors, 1805.
11—Alexander Hamilton, born, 1757.
12—John Hancock, patriot, born, 1737.
13—Modern printer's ink first used in Phila. by Jacob Johnston, 1804.
14—First written constitution adopted at Hartford, Conn., 1639.
15—First locomotive built U. S., 1831.
16—N. R. D. G. A. Convention, Jan. 16-20, in New York City; 18th Amendment in effect 1920 (repealed December 5, 1933).
17—Benjamin Franklin, born, 1706; National Thrift Week, Jan. 17-23.
18—Daniel Webster, born, 1782.
19—Robert E. Lee born 1807 (Legal holiday in the South); Edgar Allan Poe born 1809.
21—Thomas J. Jackson, "Stonewall," born, 1824.
22—Tea Week, Jan. 22-28; Lord Byron, poet born 1788.
23—In 1845 Congress scheduled National election day for Tuesday after first Monday in November.
24—Morse exhibits telegraph, 1838; gold discovered in Calif., 1848.
25—Robert Burns, poet, born, 1759.
26—Michigan admitted to Union, 1837.
27—Edison Pat. Incand. Lamp, 1880; Mozart, composer, born, 1756; Lewis Carroll author "Alice in Wonderland," born 1832.
29—Kansas admitted to Union, 1861.
30—Franklin D. Roosevelt (32nd Pres.), born 1882. Annual Birthday Ball; Eastern Bridge Championship, 1st week Feb., New York.
31—Franz Schubert born 1797.

FEBRUARY

Flower—Primrose; Birthstone—Amethyst.

1—Eastern Bridge Championships in New York this week; George Washington elected first President of U. S., 1789.
2—Candlemas Day, also known as Groundhog Day.
3—Horace Greeley, journalist, born, 1811; Mendelssohn—Bartholdy, born, 1809.
4—New England Sportsman's and Boat Show in Boston, Feb. 4-12.
5—National Drama Week, Feb. 5-12.
6—Massachusetts entered Union, 1788.
7—Long distance telephone opened New York-Chicago, 1892; Charles Dickens born 1812.
8—Boy Scout Anniversary Week, Feb. 8-14.
9—Theodore Roosevelt National Memorial Day. Weather Bur. organized, 1870.
11—Thomas A. Edison, born, 1847.
12—Abraham Lincoln born 1809; Georgia Day (Holiday in Ga.); National Defense Week, Feb. 12-22.
13—Holiday: Lincoln's Birthday cel.; Dog Show at Madison Square Garden, New York, Feb. 13-14-15.
14—St. Valentine's Day; Oregon admitted to Union, 1859; Arizona admitted to Union, 1912; Bell and Gray patented telephone, 1876.
15—National Cherry Week, Feb. 15-22.
17—Suez Canal, opened, 1867.
18—National Sportsmen's Show in New York, Feb. 18-26; phonograph pat. by Edison, 1878; Golden Gate International Exposition, San Francisco, Feb. 18-Dec. 2.
19—Ohio admitted to Union, 1803.
20—Better Speech Week, Feb. 20-26.
21—Shrove Tuesday (day before Ash Wednesday), observed as Mardi Gras in Ala., Fla., and La.
22—George Washington, born, 1732 (Legal holiday in all states); Ash Wednesday, Lent begins.
25—Victor Hugo born 1802; 16th Amendment adopted giving power to tax incomes, 1913.
26—Canal Zone granted U. S. by Treaty with Panama, 1904.
27—National Cheese Week starts; Henry Wadsworth Longfellow, born 1807.

MARCH

Flower—Violet; Birthstone—Jasper, bloodstone, aquamarine.

1—Nebraska joined Union, 1867; U. S. Dept. of Education, est. by Congress, 1867.
2—Texas Independence Day.
3—First U. S. postage stamps, 1847; Florida admitted to Union, 1845; Bell, inv. of telephone, born 1847.
4—Bank Holiday of 1933; Centennial of express service, in United States; Penn. Day, Charter granted 1681; Vermont joined Union, 1791.
5—Feast of Lots (Purim).
6—National Children's Week starts.
7—Luther Burbank, horticulturist, born 1849.
9—American Bowling Congress Tournament Mar. 9-Apr. 24 in Cleveland.
10—Telephone first used 1876.
12—Girl Scout Anniversary Week, Mar. 12-18; Great Blizzard of 1888; General Post Office est., 1799.
13—International Flower Show, New York, Mar. 13-18.
14—Eli Whitney pat. cotton gin, 1794; Albert Einstein born 1879.
15—Federal Income Tax Due; Maine admitted to Union, 1820.
16—Fed. Trade Commission org., 1915.
17—St. Patrick's Day.
18—Swiss Industries Fair at Basle, Switzerland, Mar. 18-28.
21—Spring begins; Bach, composer, born 1685.
25—Maryland Day (State holiday).
27—‡Eighteenth Annual Women's National Exp. Arts and Industries, New York, Mar. 27-Apr. 2.
30—Alaska made part of U. S., 1867.

APRIL

Flower—Daisy; Birthstone—Sapphire, diamond.

1—April Fool's Day; Conservation Week, Apr. 1-7, in several states.
2—Palm Sunday; First U. S. Mint, est., 1792; Na. Baseball Week, Apr. 2-9.
4—Passover—First Day.
5—Passover—Second Day.
6—Army Day; U. S. entered World War, 1917; Peary discovered North Pole, 1909; ‡Circus at Madison Square Garden, New York, Apr. 6-May 8; Parade of Progress starts, well-known grocery products.
7—Good Friday.
8—End of Lent; Louisiana joined Union, 1812.
9—Easter Sunday.
10—Passover Seventh Day; National Foot Health Week starts.
11—Passover Last Day.
12—‡World Bridge Olympics held throughout the country.
16—National Garden Week, Apr. 16-22.
17—American Toy Fair in New York, Apr. 17-29; Be Kind to Animals Anniversary, Apr. 17-23.
19—Patriot's Day (Me. and Mass.); Paul Revere's ride, 1775.
21—Spanish-American War, began 1898.
22—Birthday of J. Stirling Morton, founder of "Arbor Day." (See rear section re: Arbor Day).
23—National Fisherman's Week, Apr. 23-30.
24—Vanderbilt Trophy Bridge Tournament in N. Y., Apr. 24-29; First Newspaper, *The Boston News Letter*, published 1704.
26—Confederate Memorial Day in Fla., Ala., Ga., and Miss.
27—Morse, inventor of telegraphy, born 1791; Audubon, naturalist, born 1780.
28—Maryland entered Union 1788; Pennsylvania Relay Carnival, Apr. 28-29.
29—Pennsylvania Relay Carnival; National Golf Week starts; Pacific Fleet arrives at New York World's Fair.
30—New York World's Fair, official opening; 150th anniversary of inauguration, in New York City, of George Washington as First President, April 30, 1789; Daylight Saving begins; National Better Homes Week, April 30-May 6; National Baby Week, April 30-May 6.

MAY

Flower—Hawthorn, lily of the valley; Birthstone—Agate, emerald.

1—Moving Day in many cities; May day or Child Health Day; National Egg Week, May 1-7.
4—Rhode Island Day at New York World's Fair.
6—Manhattan Island (now New York City) purchased from the Indians by Peter Minuit, 1626.
7—National Music Week, May 7-13; ‡Raisin Week, May 7-13.
8—National Restaurant Week starts.
10—Confederate Memorial Day (Ky., No. Car., So. Car.).
11—Minnesota entered Union, 1858; Minnesota Day at New York World's Fair.
12—National Hospital Day; Peace Week, May 12-18.
13—West Coast Relays in Fresno, Cal.; Philadelphia Day at New York World's Fair.
14—Mother's Day; ‡National First Aid Week; Pennsylvania Day and Roumania Day at N. Y. World's Fair.
15—Straw Hat Day in Many Cities; Air Mail Service, est. 1918.
16—‡Outdoor Cleanliness Day in N. Y.
17—First Kentucky Derby, 1875.
18—Ascension Day (Parochial schools closed); International Good Will Day.
21—Foreign Trade Week, May 21-27; Lindbergh's Paris Flight, 1927; National Tennis Week, May 21-28; National Poetry Week, May 21-28.
22—National Cotton Week, May 22-27; National Maritime Day.
23—S. Carolina joined Union, 1788; Buddy Poppy Week, May 23-30.
24—Empire Day in Canada; American Legion Auxiliary Day at N. Y. World's Fair; Telegraph first used, 1844.
25—Ralph Waldo Emerson, born 1803.
27—Golden Gate Bridge, San Francisco (World's largest suspension bridge), opened 1938.
28—Dionne Quintuplets born at Calender, Ontario, 1934.
29—Rhode Island joined Union, 1790; Wisconsin joined Union, 1848.
30—Memorial Day (except Ala., Ga., Ark., Fla., La., Miss., No. Car., So. Car. and Tex.); Confederate Memorial Day in Va.

JUNE

Flower—Rose, honeysuckle; Birthstone—Moonstone, pearl.

1—Kentucky entered Union, 1792; Tennessee entered Union, 1796; Georgia Day at N. Y. World's Fair.
3—Confederate Mem. Day (La., Tenn.); Jefferson Davis, born 1808 (celebrated in Ala., Ark., Fla., Ga., Miss., So. Car., Tex. and Va.).
6—Nathan Hale, patriot, born 1755.
9—John Howard Payne, author "Home, Sweet Home" born 1791.
10—National Flower Shut-in Day.
11—Children's Day cel. in churches.
12—New York City incorp. 1655.
14—Flag Day; Harriet Beecher Stowe, author of "Uncle Tom's Cabin," born 1811.
15—Pioneer Day in Idaho; Arkansas joined Union, 1836; Franklin's kite experiment, 1752; Federal Income Tax, second payment due.
17—Children's Day (for commercial purposes); Bunker Hill Day in Boston.
18—Father's Day; Advertising Federation of America Conv., N. Y., June 18-22.
19—‡Send a Child to Camp Week, June 19-25.
20—West Virginia joined Union, 1863.
21—Summer Begins (Pac. St. Time). New Hampshire joined Union, 1788.
22—Summer Begins (Eastern Std., Central Std., Mountain Std.)
23—C. L. Sholes pat. typewriter, 1869.
25—National Display Week, June 25-29. Also Internatl. Assoc. of Display Men's Convention in New York; Virginia admitted to Union, 1788.
26—National Swim for Health Week, June 26-July 1; American troops landed in France, 1917.

JULY

Flower—Water lily, sweet pea; Birthstone—Onyx, ruby.

1—Camp season opens about now; Dominion Day in Canada.
2—National Education Association Conv. July 2-6, San Francisco.
3—Idaho admitted to Union, 1890.
4—Independence Day; First road test of auto, 1894; Nathaniel Hawthorne, born 1804.
7—Air mail service New York to California est. 1929.
9—Elks Grand Lodge Convention in St. Louis, Mo., July 9-15.
11—Tri-Borough Bridge, New York, opened, 1936.
14—Bastille Day first celebrated in U. S. in 1914; Stars and Stripes adopted, 1777; First World's Fair in U. S., 1853.
15—St. Swithin's Day.
16—District of Columbia est., 1790.
17—Iced Coffee Week, July 17-22.
18—United States-Canada St. Lawrence Treaty, 1932.
24—Pioneer Day in Utah.
25—Occupation Day in Porto Rico.
26—Postal system, est., 1775; N. Y. ratifies Constitution, 1788.
28—Beginning of World War, 1914.
31—‡Summer Session of National Bridge Championships starts—Asbury Park, N. J.

AUGUST

Flower—Poppy, Gladiola; Birthstone—Carnelian, Topaz, Sardonyx, Peridot.

1—Colorado joined Union, 1876.
3—Germany declared war on England and France, 1914.
4—Percy Bysshe Shelly born 1792.
6—Alfred Lord Tennyson born 1809.
9—Francis Scott Key born 1780.
10—Missouri admitted to Union, 1821.
11—Robert Fulton's "Claremont" rides the Hudson from New York to Albany 1807.
12—Sewing machine patents granted to J. N. Singer and A. B. Wilson, 1851.
13—Occupation Day in Philippines.
15—Panama Canal opened, 1914; Sir Walter Scott born 1771.
16—Battle of Bennington, (cel. in Vt.).
17—First Atlantic cable message, 1858.
18—Thousand Islands International Bridge between United States and Canada opened 1938.
22—Oliver Wendell Holmes born 1809.
26—Woman Suffrage—19th Amendment 1920.

SEPTEMBER

Flower—Morning glory, aster; Birthstone—Beryl, chrysolite, sapphire.

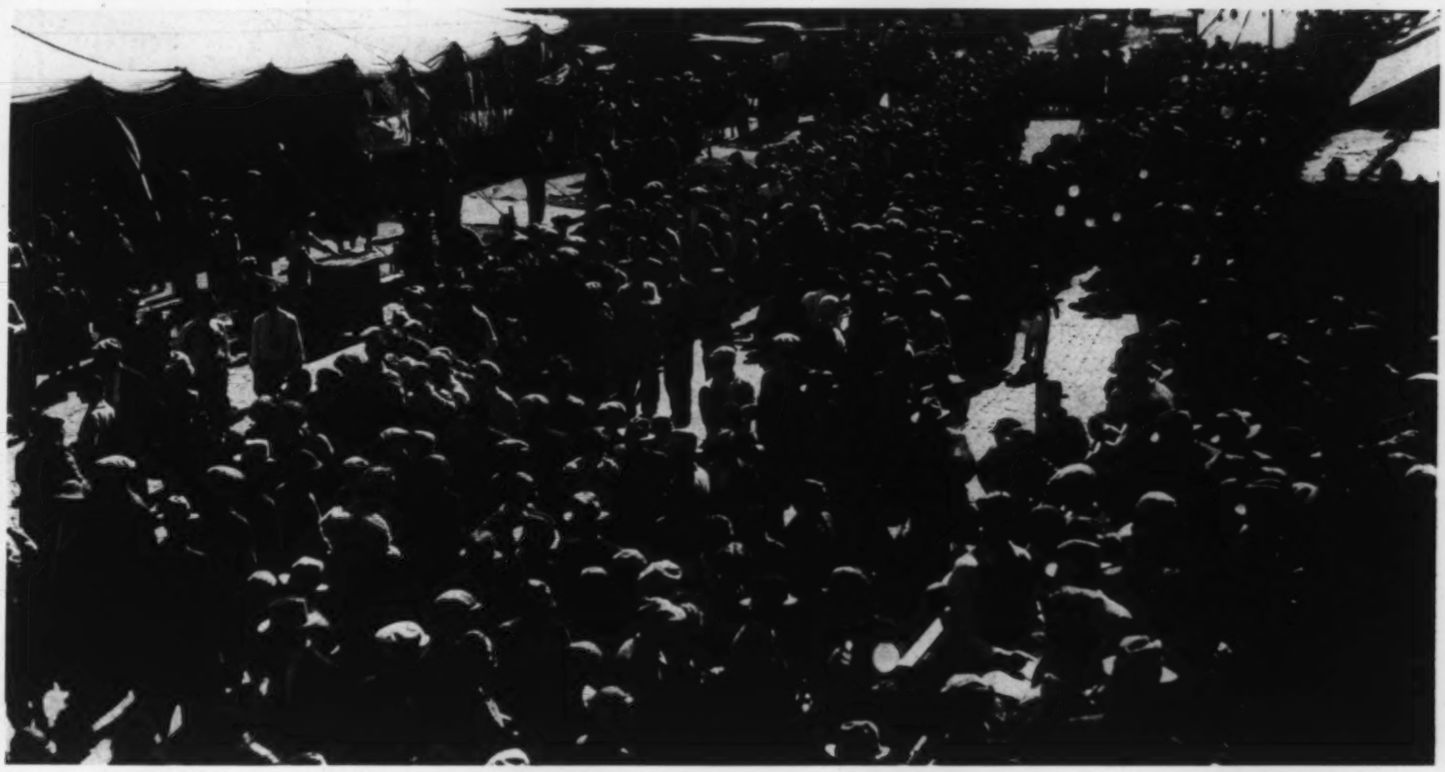
1—‡National Air Races in Cleveland (may start Sept. 2); First air express service, 1927.
2—‡National Air Races in Cleveland (may start Sept. 1); Treasury Dept. created, 1789.
3—Labor Sunday.
4—Labor Day.
5—First Continental Congress opened in Philadelphia, 1774.
6—Lafayette Day (Lafayette born 1757). Also celebration of Battle of Marne, 1914.
7—Boulder Dam in operation 1936.
8—Globe circumnavigated in 1522.
9—International Life Boat Races in New York; California joined Union, 1850.
10—Elias Howe patented sewing machine, 1846.
11—Constitution Week, Sept. 11-17; Schools open in most communities.
12—162nd birthday of New York State; Defender's Day in Maryland.
13—Star-Spangled Banner written 1814.
14—Rosh Hashanah (1st day); (Jewish New Year.)
15—Rosh Hashanah (2nd day); ‡National Felt Hat Day; Fed. Income Tax, third payment.
17—Constitution Day (Constitution adopted, 1787); National Dog Week, Sept. 17-23.
23—Yom Kippur (Day of Atonement), Jewish holiday; Autumn Begins; First air mail flight in U. S. 1911. Earl Ovington, first mail pilot.
24—Daylight Saving ends; Gold Star Mother's Day; National Newspaper Boys' Week, Sept. 24-30; American Indian Day (21st).
25—National Graphic Arts Exposition New York, Sept. 25-Oct. 7; American Legion 21st Annual Conv., Chicago, Sept. 25-28.
30—‡National Furniture Week, Sept. 30-Oct. 7; College Football Season starts.

OCTOBER

Flower—Dahlia, hops; Birthstone—Opal, tourmaline, beryl.

1—Opening of Girl Scout winter camping; Missouri Day (celebrated in state's schools).
2—Moving Day in many cities.
7—‡Rodeo at Madison Square Garden, Oct. 7-30; First U. S. railroad, 1826; Loyalty Days, Oct. 7-8.
8—Loyalty Day; Fire Prevention Week, Oct. 8-14.
9—National Candy Week, Oct. 8-14; Canadian Thanksgiving Day.
10—Picture Week, Oct. 10-20.
12—Columbus Day (celebrating discovery of America, 1492).
14—Sweetest Day—Last day of Candy Week; William Penn born 1644.
15—‡National Business Show in New York, Oct. 15-21.
16—U. S. Mint est. in Phila., 1786.
22—‡National Pharmacy Week, Oct. 22-28.
23—Better Parenthood Week, Oct. 23-29.
27—Navy Day; Theodore Roosevelt born 1858; First World War shot fired by American troops, 1917.
28—Statue of Liberty unveiled on Bedloe's Island, 1886; Anniversary of freedom of U. S. press, 1733.
29—Girl Scout Week, Oct. 29-Nov. 6; Birthday of Juliette Low, founder of Girl Scouts.
30—Nevada admitted to Union, 1864.
31—Hallowe'en; National Apple Week, Oct. 31-Nov. 5.

(Continued on page 40)



HAVE YOU EVER *Seen* A RADIO AUDIENCE?

Here's part of KMA's audience . . . a few of the 75,000 staunch friends of KMA from six states who crowded into Shenandoah during our recent four day Fall Festival. Folks who count our announcers and entertainers as old friends and greet them by name.

Sure they're farm and small town folks, but they have cold, hard cash to buy KMA-advertised articles. (Just ask Dr. Caldwell, Oxydol, or any of a score of others.) And they write letters, too! During 1938, we handled 250,000 pieces of mail for our clients.

And we go to see these folks, too! This past year, KMA's merchandising staff visited hundreds of towns in four surrounding states . . . shook hands and talked with 720 druggists, 1,041 grocers, 785 hardware and implement dealers . . . helped them with their sales problems.

The moral is pretty obvious. When a station is so much a part of the daily life of 2,200,000 people in its primary area . . . there's not much doubt what it can and will do for your product. Find out how KMA can build sales for you. A letter will bring facts.

The **EARL MAY STATION**
Represented by
Howard H. Wilson Co.

KMA

NBC BLUE
5000 WATTS 930 KC.
SHENANDOAH, IOWA

ALPHABETICAL INDEX OF SPECIAL WEEKS AND DAYS: 1939

With All Available Dates and Names and Addresses of Sponsors

To tie-up a merchandise promotion with an established day or occasion, is to assure greater attention and response. Herewith the Weeks and Days and Events that may be important in 1939 sales planning. It is to be remembered that the information serves a great number and variety of businesses: certain listings that are uninteresting to some are most useful to others. Further information on any activity, or later information on dates marked (‡Tentative) will be gladly supplied by the Sales Promotion Division of the National Retail Dry Goods Association, through whose courtesy this index is published, or by the sponsors.

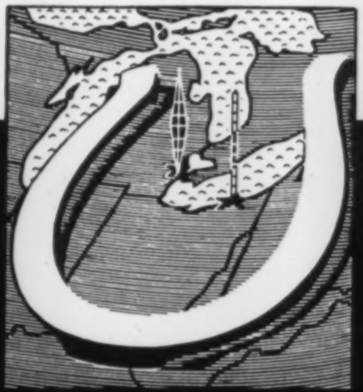
EVENT	DATE	SPONSOR
Advertising Fed. of Am. Conv., N. Y.	June 18-22	Advertising Fed. of America, 330 West 42nd St., N. Y.
Air Races, National, in Cleveland	Sept. 1 or 2	Nat. Air Races of Cleveland, Union Commerce Bldg., Cleveland, O.
All Saints' Day	Nov. 1	Holy Day
American Education Week	Nov. 6-11	Nat. Edu. Assn. of U. S., 1201 16th St., N. W., Washington, D. C.
American Indian Day	Sept. 24	Indian Confed. of Amer., Dr. A. Cumming, 150 W. 64th St., N. Y.
Am. Inst. and Engi. Fair, N. Y. (formerly Children's Science Fair)	Mar. 12-16	Amer. Inst., 60 East 42nd St., N. Y.
Amer. Legion Conv., Chicago	Sept. 25-28	American Legion, Indianapolis, Ind.
American Toy Fair in N. Y.	Apr. 17-29	Toy Manufacturers' Association, 200 Fifth Ave., N. Y.
Apple Week, National	Oct. 31-Nov. 5	International Apple Assn., 1108 Mercantile Bldg., Rochester, N. Y.
April Fool's Day	Apr. 1	
Armistice Day	Nov. 11	
Army Day	Apr. 6	Military Order of World War, 1518 K St., N. W., Washington, D. C.
Art Week, National	Nov. 1-7	Am. Artists' Profes'al League, Mrs. Topping Green, Long Br., N. J.
Ascension Day	May 18	Holy Day
Ash Wed. (Beg. of Lent)	Feb. 22	Holy Day
Author's Day, National	Nov. 1	Gen. Fed. of Women's Clubs, 1734 N St., N. W., Washington, D. C.
Automobile Show, New York	Early in Nov.	National Automobile Assn., 366 Madison Ave., N. Y.
Autumn Begins	Sept. 23	
Baby Week, National	‡Apr. 30-May 6	Earnshaw Publications, Inc., 71 West 35th St., N. Y.
Baseball Week, National	Apr. 2-9	Sporting Goods Dealer, St. Louis, Mo.
Be Kind to Animals Anniversary	Apr. 17-23	American Humane Association, 80 Howard St., Albany, N. Y.
Better Homes Week, National	Apr. 30-May 6	Purdue Research Foundation, Lafayette, Ind.
Better Parenthood Week	Oct. 23-29	The Parents' Magazine, 9 East 40th St., N. Y.
Book Fair, National, in N. Y.	‡November	The New York Times, N. Y.
Book Week	‡Nov. 12-18	Book Publishers Bureau, Inc., 347 Fifth Ave., N. Y.
Bowling Tournament, American, in Cleveland	March 9-Apr. 24	Amer. Bowling Cong., Home Bank Bldg., Milwaukee, Wis.
Boy Scout Anniversary Week	Feb. 8-14	Boy Scouts of America, 2 Park Ave., N. Y.
Bridge Championship (Eastern)	‡Jan. 30-Feb. 4	American Contract Bridge League, Park Central Hotel, N. Y.
Bridge Championship (Summer Session)	‡July 31-Aug. 5	Am. Contract Bridge League, Park Central Hotel, N. Y.
Bridge Olympics, World	‡Apr. 12	Am. Contract Bridge League, Park Central Hotel, N. Y.
Bridge Tournament, Vanderbilt Trophy	‡Apr. 24-29	Am. Contract Bridge League, Park Central Hotel, N. Y.
Buddy Poppy Week	May 23-30	Veterans of Foreign Wars, 1650 Broadway, N. Y.
Business Show, National, in N. Y.	‡Oct. 15-21	National Business Show Company, 50 Church St., N. Y.
Business Women's Week	October	Nat. Fed. of Business and Pro. Women's Clubs, Inc., 1819 Broadway, N. Y.
Camp Season	Opens July 1	
Camp Week, Send a Child to	‡June 19-25	Children's Welfare Fed. of N. Y. C., 325 East 38th St., N. Y.
Camps for Girl Scouts (Sum.)	Open July 1	Girl Scouts, Inc., 570 Lexington Ave., N. Y
Camps for Girl Scouts (Win.)	Open Oct. 1	Girl Scouts, Inc., 570 Lexington Ave., N. Y.
Canadian Thanksgiving Day	Oct. 9	
Candlemas or Ground Hog Day	Feb. 2	
Candy Week, National	Oct. 9-15	Nat. Confectioners' Assn. of U. S., 111 W. Wash. St., Chicago, Ill.
Channukah (1st day)	Dec. 7	Holy Day
Channukah (last day)	Dec. 14	Holy Day
Cheese Week, National	Feb. 27-Mar. 4	Nat. Cheese Inst., Plymouth, Wis.
Cherry Week, National	Feb. 15-22	National Cherry Week Committee, Fremont, Mich.
Child Health Day or May Day	May 1	Children's Bu. Washington, D. C.
Child Labor Day (in Synagogues)	Jan. 28	Nat. Child Labor Day Committee, 419 Fourth Ave., N. Y.
Child Labor Day (in Churches)	Jan. 29	Nat. Child Labor Day Committee, 419 Fourth Ave., N. Y.
Child Labor Day (in Schools)	Jan. 30	Nat. Child Labor Day Committee, 419 Fourth Ave., N. Y.
Children's Day (in Churches)	June 11	Board of Domestic Missions, 25 East 22nd St., N. Y.
Children's Day (Commercial)	June 17	Board of Domestic Missions, 25 East 22nd St., N. Y.
Children's Week, National	Mar. 6-11	Infants' & Children's Wear Assn., 225 West 34th St., N. Y.
Christmas Day	Dec. 25	
Christmas Seal Campaign, Na.	Nov. 30-Dec. 25	New York Tuberculosis Assn., 386 Fourth Ave., N. Y.
Circus in New York	‡Apr. 6-May 8	Ringling Bros., Barnum & Bailey, Sarasota, Florida.
Coffee Week, Iced	July 17-22	Pan American Coffee Bureau, 120 Wall St., N. Y.
Columbus Day	Oct. 12	
Conservation Week	Apr. 1-7	National Life Conservation Society, 2239 Tiebout Ave., N. Y.
Constitution Day	Sept. 17	
Constitution Week	Sept. 11-17	Constitution Educational Assn., 28 E. Jackson Blvd., Chicago, Ill.
Cotton Week, National	May 22-27	Cotton Textile Institute, 320 Broadway, N. Y.
Day of Atonement (Yom Kippur)	Sept. 23	
Daylight Saving Time begins	Apr. 30	
Daylight Saving Time ends	Sept. 24	
Decoration Day (Memorial Day)	May 30	
Defense Week, National	Feb. 12-22	Reserve Officers Assoc. of U. S., 1653 Penn. Ave., Wash. D. C.
Display Week, National	June 25-29	International Assn. of Display Men, DeSoto Hotel, St. Louis, Mo.
Dog Show, New York	Feb. 13-15	Westminster Kennel Club, 590 Madison Ave., N. Y.
Dog Week, National	Sept. 17-23	National Dog Week Committee, 3323 Michigan Blvd., Chicago, Ill,
Drama Week, National	Feb. 5-12	Drama League of America, 127 West 43rd St., N. Y.
Easter Sunday	Apr. 9	
Egg Week, National	May 1-7	National Poultry Council, East Greenwich, R. I.
Election Day	Nov. 7	
Elks Convention, St. Louis	July 9-15	Elks (BPOE), 380 Lexington Ave., N. Y.
Fall begins	Sept. 23	
Father's Day	June 18	Father's Day Committee, N. Y.
Father and Son Week	Nov. 6-11	Y.M.C.A., 347 Madison Ave., N. Y.
Feast of Lots (Purim)	Mar. 5	Holy Day
Feast of Tabernacles (Succoth) 1st day	Sept. 28	Holy Day
Feast of Tabernacles (Succoth) 2nd day	Sept. 29	Holy Day
Feast of Weeks (Shavuoth) 1st day	May 24	Holy Day
Feast of Weeks (Shavuoth) 2nd day	May 25	Holy Day
Felt Hat Day	‡Sept. 15	Hat Institute, 358 Fifth Ave., N.Y.
Fire Prevention Week	Oct. 8-14	Nat. Board of Fire Underwriters, 85 John St., N. Y.
First Aid Week, National	May 14-20	Nat. Assn. of Retail Druggists, 205 W. Wacker Drive, Chicago, Ill.
Fishermen's Week, National	Apr. 23-30	Sporting Goods Dealer, St. Louis Mo.
Flag Day	June 14	
Flower Show, Int., in N. Y.	Mar. 13-18	Horticultural Society of N. Y., 598 Madison Ave., N. Y.
Flower Shut-In Day, National	June 10	Florists' Tel. Delivery Association, Detroit, Mich.
Football Season Opens	†Sept. 30	
Foot Health Week, National	Apr. 10-15	National Foot Health Council, Rockland, Mass.
Forefather's Day	Dec. 21	
Foreign Trade Week	May 21-27	U. S. Chamber of Commerce, Washington, D. C.
Fur Week, National	†Nov. 11-18	Grey Adv. Agency, 128 West 31st St., N. Y.
Furniture Week, National	†Sept. 30-Oct. 7	National Retail Furniture Assn., 666 Lake Shore Dr., Chicago, Ill.
Garden Week, National	Apr. 16-22	Gen. Fed. of Women's Clubs, 1734 N St., N. W., Washington, D. C.
Girl Scout Anniversary Week	Mar. 12-18	Girl Scouts, Inc., 570 Lexington Ave., N. Y.
Girl Scout Birthday	Mar. 12	Girl Scouts, Inc., 570 Lexington Ave., N. Y.
Girl Scout Week	Oct. 29-Nov. 6	Girl Scouts, Inc., 570 Lexington Ave., N. Y.
Girl Scout Summer Camps	Open July 1	Girl Scouts, Inc., 570 Lexington Ave., N. Y.
Girl Scout Winter Camps	Open Oct. 1	Girl Scouts, Inc., 570 Lexington Ave., N. Y.
Gold Star Mother's Day	Sept. 24	Resolution by 74th Congress
Golden Gate Bridge, San Francisco	Opened May 27 (1938)	
Golden Gate International Exposition	Feb. 18-Dec. 2	
Golf Week, National	Apr. 29-May 6	Sporting Goods Dealer, St. Louis, Mo.
Good Friday	Apr. 7	
Graphic Arts Exp., National	Sept. 25-Oct. 7	Nat. Graphic Arts Expositions, Inc., 270 Madison Ave., N. Y.
Grocers' Week, National Retail	October	Nat. Assn. Retail Grocers, 360 N. Michigan Ave., Chicago, Ill.
Ground Hog or Candlemas Day	Feb. 2	
Hallowe'en	Oct. 31	
Hobby Week, National	Nov. 20-25	The Hobby Guild of America, 11 West 42nd St., N. Y.
Holy or Maunday Thursday	Apr. 6	
Horse Show, National, in N. Y.	†Nov. 1-8	National Horse Show Association, 90 Broad St., N. Y.
Hospital Day, National	May 12	American Hospitals Association, 22 E. Ontario St., Chicago, Ill.
Humane Sunday	Apr. 23	American Humane Association, 80 Howard Street, Albany, N. Y.
Hunting Season	Oct.	See Oct. Calendar Page
Iced Coffee Week	July 17-22	Pan American Coffee Bureau, 120 Wall St., N. Y.
Immaculate Conception, Feast of	Dec. 8	Holy Day
Independence Day	July 4	
Int. Assn. of Display Men's Conv. in New York	June 25-29	Inter. Assn. of Display Men. DeSoto Hotel, St. Louis, Mo.
Int. Flower Show in N. Y.	Mar. 13-18	Horticultural Society of N. Y., 598 Madison Ave., N. Y.
International Golden Rule Week	Dec. 3-10	Golden Rule Foundation, 60 East 42nd St., N. Y.
International Good Will Day	May 18	Threefold Movement, Hotel New Yorker, N. Y.
Int. Lifeboat Race, N. Y.	Sept. 9	Inter. Lifeboat Racing Assn., 30 Rockefeller Plaza, N. Y.
Int. Polo Matches at Westbury, L. I.	Early June	United States Polo Assn., 501 Madison Ave., N. Y.

(Continued on page 40)

WGAR

Cleveland's Friendly Station

5,000 WATTS



W·J·R
THE GOODWILL STATION
Detroit

W·G·A·R
THE FRIENDLY STATION
Cleveland

THE GREAT STATIONS OF THE GREAT LAKES

Basic Stations...Columbia Broadcasting System

Edward Petry & Company, Inc., National Sales Representatives

ALPHABETICAL INDEX OF SPECIAL WEEKS AND DAYS: 1939

(Continued from page 38)

EVENT	DATE	SPONSOR
Labor Day	Sept. 4	
Labor Sunday	Sept. 3	
Lafayette Day	Sept. 6	
Lent begins	Feb. 22	
Lent ends	Apr. 8	
Lent, First Sunday in	Feb. 26	
Lincoln's Birthday	Feb. 12	
Loyalty Days	Oct. 7 and 8	Nat. Com. 60 E. 42nd St., N. Y.
Maritime Day, National	May 22	National Maritime League, 11 Broadway, N. Y.
Maunday or Holy Thursday	Apr. 6	
May Day or Child Health Day	May 1	
Memorial Day (Decora. Day)	May 30	
Mother's Day	May 14	Orig. by Ann Jarvis, Phila., 1908, Proclaimed by Pres. Wilson, 1914
Motor Boat Show, Na., in N. Y.	Jan. 6-14	Assn. of Engine and Motor Boat Mfrs., 420 Lexington Ave., N. Y.
Music Week, National	May 7-13	National Music Week Committee, 45 West 45th St., N. Y.
National Education Assn. Conv.	July 2-6	National Education Assn., 1201 16th St., N. W., Wash., D. C.
National Exhibit of Amer. Art	Apr. 2-8	Municipal Art Committee of N. Y., 30 Rockefeller Plaza, N. Y.
Nat. Open Polo Champ., Westbury, L. I.	‡September	United States Polo Association, 501 Madison Ave., N. Y.
National Retail Grocers' Week	‡October	National Assn. of Retail Grocers, 360 N. Mich. Ave., Chicago, Ill.
National Retail Dry Goods Assn. Conv. in N. Y.	Jan. 16-20	National Retail Dry Goods Assn., 101 West 31st St., N. Y.
Navy Day	Oct. 27	Navy Dept., Washington, D. C.
Newspaper Boys' Week, Na.	Sept. 24-30	Newspaper Boys of America, Inc., Indianapolis, Ind.
New Year's Day	Jan. 1	
New York World's Fair Opens	Apr. 30	New York World's Fair, Empire State Bldg., N. Y.
N. Amer. Winter Sports Expo. and Int. Ski Meet, N. Y.	‡Dec. 5-9	Madison Square Garden Corp., 50th St., & 8th Ave., N. Y.
Official Speech Week	Nov. 5-10	Nat. Assn. of American Speech, 174 W. 76th St., N. Y.
Old Christmas Day (Epiphany)	Jan. 6	
Open Polo Championship, Westbury, L. I.	September	United States Polo Assn., 501 Madison Ave., N. Y.
Open School Week	Nov. 6-11	Board of Education, N. Y., Park Ave. & 59th St., N. Y.
Opera Season	November	
Outdoor Cleanliness Day	†May 16	Outdoor Cleanliness Association, 11 East 48th St., N. Y.
Palm Sunday	Apr. 2	
Parade of Progress—Nationally Known Grocery Products	Begins April 6	Assn. Grocery Mfrs. of Am. Inc., 205 East 42nd St., N. Y.
Passover (1st day)	Apr. 4	Holy Day
Passover (2nd day)	Apr. 5	Holy Day
Passover (7th day)	Apr. 10	Holy Day
Passover (Last day	Apr. 11	Holy Day
Peace Week	May 12-18	Peace Week Committee, Hotel New Yorker, N. Y.
Pennsylvania Relay Carnival	Apr. 29	Penn. Univ., Philadelphia, Pa.
Pharmacy Week, National	‡Oct. 22-28	Anton Hogstad, Jr. Chairman, 2215 Constitution Ave., Wash., D. C.
Picture Week, National	Oct. 10-20	American Art Bureau, 166 W. Jackson Blvd., Chicago, Ill.
Poetry Week	May 21-28	Gen. Fed. of Women's Clubs, 1734 N St., N. W., Washington, D. C.
Polish Day at N. Y. World's Fair	Oct. 11	New York World's Fair, Empire State Bldg., N. Y.
Polo Matches, International, Westbury, L. I.	Early June	United States Polo Association, 501 Madison Ave., N. Y.
Polo Matches, National Open, Westbury, L. I.	September	United States Polo Association, 501 Madison Ave., N. Y.
Poppy Week	May 23-30	Veterans of Foreign Wars, 1650 Broadway, N. Y.
Prosperity Week, National	Nov. 27-Dec. 2	Christmas Clubs, 341 Madison Ave., N. Y.
Purim (Feast of Lots)	Mar. 5	
Raisin Week, National	‡May 7-13	Fresno Co. Chamber of Commerce, 1039 H St., Fresno, Calif.
Red Cross Week	Nov. 11-30	American Red Cross, 315 Lexington Ave., N. Y.
Restaurant Week, National	May 8-14	National Restaurant Association, 666 Lake Shore Dr., Chicago, Ill.
Rodeo at Madison Sq. Gar., N. Y.	‡Oct. 7-10	
Rosh Hashanah (1st day)	Sept. 14	Jewish New Year
Rosh Hashanah (2nd day)	Sept. 15	Jewish New Year
St. Patrick's Day	Mar. 17	
St. Swithin's Day	July 15	
St. Valentine's Day	Feb. 14	
San Francisco Exposition	Feb. 8-Dec. 2	
Schools Open in New York	Sept. 11	
Send a Child to Camp Week	†June 19-25	Children's Welfare Fed. of N. Y. C., 325 East 38th St., N. Y.
Sportsmen's Show, Na. (N. Y.)	Feb. 18-26	Campbell-Fairbanks Expos. Inc., 327 Park Sq. Bldg., Boston, Mass.
Sportsmen's and Boat Show (Boston)	Feb. 4-12	Campbell-Fairbanks Expos. Inc., 327 Park Sq. Bldg., Boston, Mass.
Sportsmen's Show, National (Indianapolis)	Mar. 4-12	Campbell-Fairbanks Expos. Inc., 327 Park Sq. Bldg., Boston, Mass.
Spring begins	Mar. 21	
Straw Hat Day in many cities	May 15	
Summer begins (Pac. St. Time)	June 21	
Summer begins (E., C., and Mt. Time)	June 22	
Sweetest Day (end of Candy Week)	Oct. 15	National Confectioners' Assn., 111 W. Washington St., Chicago, Ill.
Swim for Health Week, Na.	June 26-July 1	Nat. Swim for Health Committee, M. Stern, 122 E. 42nd St., N. Y.
Swiss Industries Fair, Basle	Mar. 18-28	Swiss Consulate, 468 Fourth Ave., N. Y.
Tea Week	Jan. 22-28	Tea Bureau, Inc., 500 Fifth Ave., N. Y.
Tennis Week, National	May 21-28	Sporting Goods Dealer, St. Louis, Mo.
Thanksgiving Day	Nov. 30	
Thanksgiving Day, Canadian	Oct. 9	
Thrift Week, National	Jan. 17-23	National Thrift Week Committee, J. Robert Stout, 22 Park Pl., N. Y.
Thousand Island's Int. Bridge bet. U. S. and Can. opened	Aug. 18, 1938	
Toy Fair, American	Apr. 17-29	Toy Manufacturers' Assn. of U. S., 200 Fifth Ave., N. Y.
Valentine's Day (Saint)	Feb. 14	
Vanderbilt Bridge Tourn., N. Y.	Apr. 24-29	American Contract Bridge League, Park Central Hotel, N. Y.
Washington's Birthday	Feb. 22	
West Coast Relays, Calif.	‡May 13	Fresno Chamber of Commerce, 1039 H St., Fresno, Cal.
Winter begins	Dec. 22	
Winter Sports and Ski Meet	‡Dec. 5-9	Madison Sq. Garden, N. Y., 50th St. and 8th Ave., N. Y.
Women's Expo. of Arts & Ind.	‡Mar. 27-Apr. 2	Women's Expos. of Arts & Industries, 411 Fifth Ave., N. Y.
World Bridge Olympics	‡Apr. 12	American Contract Bridge League, Park Central Hotel, N. Y.
World Series (Baseball)	October	Professional Baseball, National & American Leagues
World's Fair, N. Y.—Opens Officially	Apr. 30	New York World's Fair, Empire State Bldg., N. Y.
Yom Kippur (Day of Atonement)	Sept. 23	Holy Day

Calender of Events

(*Continued from page 36*)

NOVEMBER

Flower—Chrysanthemum; Birthstone—Topaz.

1—All Saint's Day (Parochial schools close); National Author's Day; National Art Week, Nov. 1-7; ‡National Horse Show, Nov. 1-8.
2—North and South Dakota joined Union, 1889.
5—Official Speech Week, Nov. 5-10.
6—Father and Son Week, Nov. 6-11; Education Week, Nov. 6-11.
7—Election Day.
8—Montana joined Union, 1889.
11—Armistice Day, ending of World War, 1918; ‡National Fur Week, Nov. 11-18; Washington joined Union, 1889; Red Cross Week, Nov. 11-30.
12—‡Book Week, Nov. 12-19.
13—Robert Louis Stevenson born 1850.
16—Oklahoma entered Union, 1907; Russia recognized by United States, 1933.
19—Lincoln's Gettysburg Address, 1863.
20—‡Hobby Week, Nov. 20-25.
21—No. Carolina joined Union, 1789.
23—U. S. Patent System est. 1836.
27—National Prosperity Week, Nov. 27-Dec. 2.
29—Louisa May Alcott, author of "Little Women," born 1832.
30—Thanksgiving Day; Christmas Seal Campaign, Nov. 30 to Dec. 25.

DECEMBER

Flower—Holly, poinsettia; Birthstone—Turquoise, ruby, lapis lazuli, bloodstone.

3—International Golden Rule Week, Dec. 3-10; Illinois admitted to Union, 1818.
4—Thomas Carlyle born 1795.
5—18th Amendment repealed 1933; Sports and Ski Meet Mad. Sq. Garden, N. Y., Dec. 5-9.
7—Delaware joined Union, 1787.
8—Feast of the Immaculate Conception (Parochial schools close).
10—Mississippi joined Union 1817.
11—Indiana admitted to Union, 1816.
12—Pennsylvania joined Union, 1787.
14—Alabama joined Union, 1819.
15—Fed. Income Tax, last payment.
16—Boston Tea Party, 1773; Beethoven, composer, born 1770.
17—John Greenleaf Whittier born 1807; Wilbur Wright's first flight, 1903.
18—New Jersey entered Union, 1787.
21—Forefather's Day—Landing of Pilgrims in 1620 (celebrated mostly in New England).
22—Winter begins.
25—Christmas Day.
28—Iowa admitted to Union, 1846.
29—Texas admitted to Union, 1845.
31—New Year's Eve.

• WEDDING ANNIVERSARIES

First Year	Paper
Second Year	Cotton
Third Year	Muslin and Leather
Fourth Year	Silk and Books
Fifth Year	Wool and Clocks
Sixth Year	Iron
Seventh Year	Copper or Brass
Eighth Year	Bronze and Elec. Appl.
Ninth Year	Pottery
Tenth Year	Tin and Aluminum
Eleventh Year	Steel
Twelfth Year	Silk or Linen
Thirteenth Year	Lace
Fourteenth Year	Ivory
Fifteenth Year	Crystal
Twentieth Year	China
Twenty-fifth Year	Silver
Thirtieth Year	Pearl
Thirty-fifth Year	Coral and Jade
Fortieth Year	Ruby
Forty-fifth Year	Sapphire
Fiftieth Year	Gold
Fifty-fifth Year	Emerald
Sixtieth Year	Diamond
Seventy-fifth Year	Diamond

• ARBOR DAY DATES

Because Arbor Day dates in various states differ so much we suggest that you write to the U. S. Department of Agriculture, Washington, D. C., or refer to the World Almanac. Forest Week is held in various States in conjunction with Arbor Day; therefore this event, too, is held at various times.

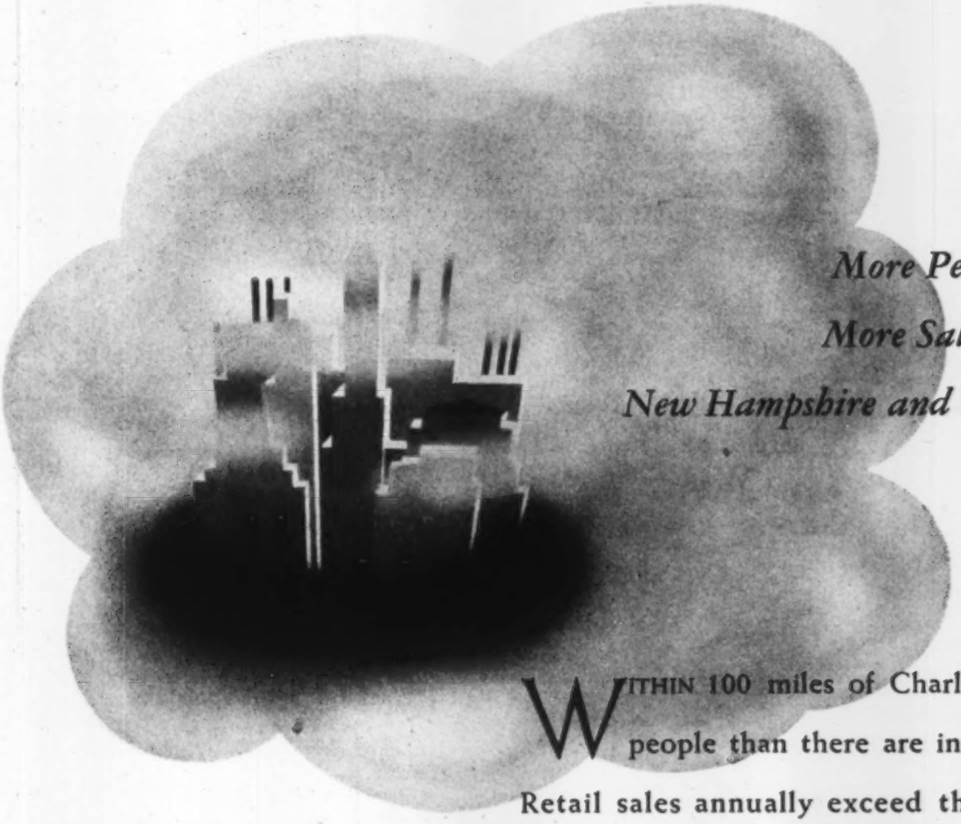
• RELIGIOUS DAYS

Passover (1st day)	Apr. 4
Passover (2nd day)	Apr. 5
Easter	Apr. 9
Passover (7th day)	Apr. 10
Passover (8th day)	Apr. 11
Ascension Day	May 18
Rosh Hashanah (New Years) 1st day	Sept. 14
Rosh Hashanah (New Years) 2nd day	Sept. 15
Yom Kippur (Day of Atonement),	Sept. 23
All Saints' Day	Nov. 1
Christmas	Dec. 25

It pays to advertise in

BROADCASTING
Broadcast Advertising

A "CITY" YOU NEVER HEARD OF



More People than Detroit.
More Sales than in Maine,
New Hampshire and Vermont combined

WITHIN 100 miles of Charlotte there are more people than there are in the city of Detroit. Retail sales annually exceed those of Maine, New Hampshire and Vermont *combined.* And this in a territory rich in diversified industry and agriculture!

The influence of WBT among dealers extends over a 5-state area. WBT offers you the only one-station coverage of this prosperous and populous market—at rates which are lower than for *any* other station of like power and popularity *anywhere* in America.

WBT **50,000 WATTS • CBS • CHARLOTTE, N. C.**

Owned and operated by the Columbia Broadcasting System.
Represented by RADIO SALES: New York • Chicago • Detroit
Milwaukee • Charlotte, N. C. • Los Angeles • San Francisco

Estimate of
Radio Homes in the United States by States and Counties

(As of January 1, 1938)

(As prepared by Joint Committee on Radio Research of Association of National Advertisers, American Association of Advertising Agencies and National Association of Broadcasters; With Total Families and Percent of Ownership Calculations by CBS.)

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Hugh M. Beville Jr.
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Association of National Advertisers

John J. Karol
Columbia Broadcasting System

[NOTE: *Since these figures are estimates, there is necessarily a certain unmeasurable degree of error in the figures for individual counties, according to the Joint Committee. For any group of counties, however, such as those included in the listening area of a typical broadcasting station, it is believed the sum of the estimates for individual counties is sufficiently accurate for practical purposes. Complete details as to method used is available from the office of the Secretary of the Joint Committee.*]

Total Radio Homes in United States: 26,666,500. Percentage of Homes With Radios: 82%.
For data on rural and urban radio homes, see pages 60-61

ALABAMA

	Total Families	Radio Families	% Ownership
Total State	**670,000**	**375,200**	**56.0**
Autauga	5,080	2,380	46.8
Baldwin	7,410	3,830	51.7
Barbour	8,080	4,080	50.5
Bibb	5,200	2,680	51.5
Blount	6,640	3,070	46.2
Bullock	5,270	2,570	48.7
Butler	7,410	3,730	50.3
Calhoun	13,750	8,370	60.8
Chambers	9,360	4,730	50.5
Cherokee	4,740	2,090	44.0
Chilton	6,020	2,800	46.5
Choctaw	5,040	2,430	48.2
Clarke	6,560	3,200	48.7
Clay	4,230	1,910	45.1
Cleburne	3,030	1,390	45.8
Coffee	7,630	3,730	48.8
Colbert	7,650	4,420	57.7
Conecuh	6,090	2,920	47.9
Coosa	2,880	1,330	46.1
Covington	9,830	5,160	52.4
Crenshaw	5,860	2,750	46.9
Cullman	9,680	4,500	46.4
Dale	5,720	2,820	49.3
Dallas	15,490	8,450	54.5
DeKalb	9,370	4,350	46.4
Elmore	8,180	3,850	47.0
Escambia	6,460	3,480	53.8
Etowah	15,490	9,700	62.6
Fayette	4,420	2,050	46.3
Franklin	5,940	2,920	49.1
Geneva	7,040	3,340	47.5
Greene	5,440	2,500	45.9
Hale	6,920	3,150	45.5
Henry	5,350	2,480	46.3
Houston	11,290	6,250	55.3
Jackson	8,740	4,080	46.6
Jefferson	118,780	85,710	72.1
Lamar	4,230	1,930	45.6
Lauderdale	10,230	5,480	53.5
Lawrence	6,490	2,860	44.0
Lee	9,280	5,270	56.7
Limestone	8,980	4,270	47.5
Lowndes	6,070	2,700	44.4
Macon	6,690	3,230	48.2
Madison	16,220	8,530	52.5
Marengo	10,010	4,780	47.7
Marion	5,880	2,770	47.1
Marshall	9,450	4,580	48.4
Mobile	31,960	21,880	68.4
Monroe	7,150	3,370	47.1
Montgomery	27,410	18,520	67.5
Morgan	11,900	6,790	57.0
Perry	6,740	3,130	46.4
Pickens	6,130	2,810	45.8
Pike	8,070	4,170	51.6
Randolph	6,430	3,110	48.3
Russell	6,820	3,420	50.1
St. Clair	5,960	2,980	50.0
Shelby	6,780	3,440	50.7
Sumter	6,950	3,220	46.3
Talladega	10,500	5,570	53.0
Tallapoosa	7,460	3,800	50.9
Tuscaloosa	15,780	9,000	57.0
Walker	14,430	7,850	54.4
Washington	3,870	1,910	49.3
Wilcox	6,530	2,970	45.4
Winston	3,530	1,660	47.0

ARIZONA

	Total Families	Radio Families	% Ownership
Total State	**104,000**	**79,600**	**76.5**
Apache	3,360	2,240	66.6
Cochise	10,030	7,790	77.6
Coconino	3,160	2,350	74.3
Gila	7,550	5,930	78.5
Graham	2,290	1,580	68.9
Greenlee	2,320	1,640	70.6
Maricopa	36,170	28,060	77.5
Mohave	1,620	1,140	70.3
Navajo	4,660	3,360	72.1
Pima	13,670	11,240	82.2
Pinal	5,040	3,510	69.6
Santa Cruz	2,210	1,780	80.5
Yavapai	7,160	5,480	76.5
Yuma	4,760	3,500	73.5

ARKANSAS

	Total Families	Radio Families	% Ownership
Total State	**501,000**	**254,800**	**50.8**
Arkansas	6,070	3,180	52.3
Ashley	6,640	3,060	46.0
Baxter	2,520	1,110	44.0
Benton	10,410	5,000	48.0
Boone	4,080	2,110	51.7
Bradley	4,560	2,240	49.1
Calhoun	2,380	1,010	42.4
Carroll	4,430	1,990	44.9
Chicot	6,980	3,260	46.7
Clark	6,350	3,110	48.9
Clay	7,020	3,150	44.8
Cleburne	2,950	1,280	43.3
Cleveland	3,200	1,310	40.9
Columbia	7,030	3,220	45.8
Conway	5,420	2,580	47.6
Craighead	11,240	5,780	51.4
Crawford	5,920	3,050	51.5
Crittenden	12,130	5,080	41.8
Cross	7,020	3,270	46.5
Dallas	3,670	1,850	50.4
Desha	6,480	3,160	48.7
Drew	5,390	2,520	46.8
Faulkner	7,000	3,450	49.2
Franklin	4,010	1,780	44.3
Fulton	2,740	1,150	41.9
Garland	10,280	6,930	67.4
Grant	2,400	1,050	43.7
Greene	6,710	3,310	49.3
Hempstead	8,090	3,940	48.7
Hot Spring	4,730	2,480	52.4
Howard	4,560	2,050	44.9
Independence	6,200	3,030	48.8
Izard	3,350	1,390	41.4
Jackson	6,950	3,320	47.7
Jefferson	18,850	10,280	54.5
Johnson	4,970	2,430	48.8
Lafayette	4,750	2,220	46.7
Lawrence	5,530	2,470	44.6
Lee	7,930	3,610	45.5
Lincoln	5,880	2,420	41.1
Little River	4,240	1,860	43.8
Logan	6,010	2,860	47.5
Lonoke	8,910	3,790	42.5
Madison	3,450	1,410	40.8
Marion	2,240	950	42.4
Miller	8,420	4,740	56.2
Mississippi	18,900	9,050	47.8
Monroe	5,850	2,790	47.6
Montgomery	2,730	1,210	44.3
Nevada	5,220	2,430	46.5
Newton	2,500	1,020	40.8
Ouachita	7,870	4,240	53.8
Perry	1,900	820	43.1
Phillips	12,940	6,740	52.0
Pike	3,130	1,420	45.3
Poinsett	7,750	3,600	46.4
Polk	4,090	2,020	49.3
Pope	6,850	3,440	50.2
Prairie	4,050	1,790	44.1
Pulaski	38,450	28,430	73.9
Randolph	4,350	1,850	42.5
St. Francis	9,470	4,310	45.5
Saline	4,110	2,110	51.3
Scott	3,040	1,340	44.0
Searcy	2,770	1,160	41.8
Sebastion	15,370	10,250	66.6
Sevier	4,320	2,100	48.6
Sharp	2,840	1,200	42.2
Stone	1,970	800	40.6
Union	15,440	8,910	57.7
Van Buren	2,950	1,220	41.3
Washington	11,020	5,820	52.8
White	9,900	4,600	46.4
Woodruff	5,780	2,550	44.1
Yell	5,370	2,340	43.5

CALIFORNIA

	Total Families	Radio Families	% Ownership
Total State	**1,818,000**	**1,719,800**	**94.5**
Alameda	154,800	145,680	94.1
Alpine	70	70	100.0
Amador	2,240	2,170	96.8
Butte	11,340	10,800	95.2
Calaveras	2,040	1,970	96.5
Colusa	3,010	2,910	96.7
Contra Costa	23,390	22,250	95.1
Del Norte	1,590	1,540	96.8
Eldorado	3,010	2,910	96.6
Fresno	42,870	40,820	95.2
Glenn	3,490	3,370	96.5
Humboldt	13,380	12,790	95.5
Imperial	16,830	15,960	94.8
Inyo	2,330	2,260	96.9
Kern	25,140	24,030	95.5
Kings	7,340	7,000	95.3
Lake	2,610	2,520	96.5
Lassen	3,450	3,340	96.8
Los Angeles	737,000	694,810	94.2
Madera	4,810	4,590	95.4
Marin	11,930	11,350	95.1
Mariposa	1,310	1,270	96.9
Mendocino	7,110	6,780	95.3
Merced	10,250	9,820	95.8
Modoc	2,400	2,320	96.6
Mono	410	390	95.1
Monterey	15,160	14,510	95.7
Napa	6,450	6,160	95.5
Nevada	3,620	3,440	95.0
Orange	37,990	36,130	95.1
Placer	7,600	7,250	95.3
Plumas	2,380	2,310	97.0
Riverside	25,390	24,310	95.7
Sacramento	40,530	38,400	94.7
San Benito	3,320	3,170	95.4
San Bernardino	41,740	39,600	94.8
San Diego	71,570	67,530	94.3
San Francisco	201,700	189,470	93.9
San Joaquin	29,170	27,690	94.9
San Luis Obispo	9,400	9,010	95.8
San Mateo	23,480	22,250	94.7
Santa Barbara	19,670	18,630	94.7
Santa Clara	45,360	42,960	94.7
Santa Cruz	13,080	12,410	94.8
Shasta	4,630	4,410	95.2
Sierra	850	820	96.4
Siskiyou	8,030	7,720	96.1
Solano	12,320	11,800	95.7
Sonoma	20,500	19,660	95.9
Stanislaus	17,290	16,570	95.8
Sutter	4,300	4,110	95.5
Tehama	4,540	4,340	95.5
Trinity	1,010	980	97.0
Tulare	22,870	21,800	95.3
Tuolumne	2,980	2,890	96.9
Ventura	16,540	15,820	95.6
Yolo	6,830	6,550	95.9
Yuba	3,550	3,380	95.2

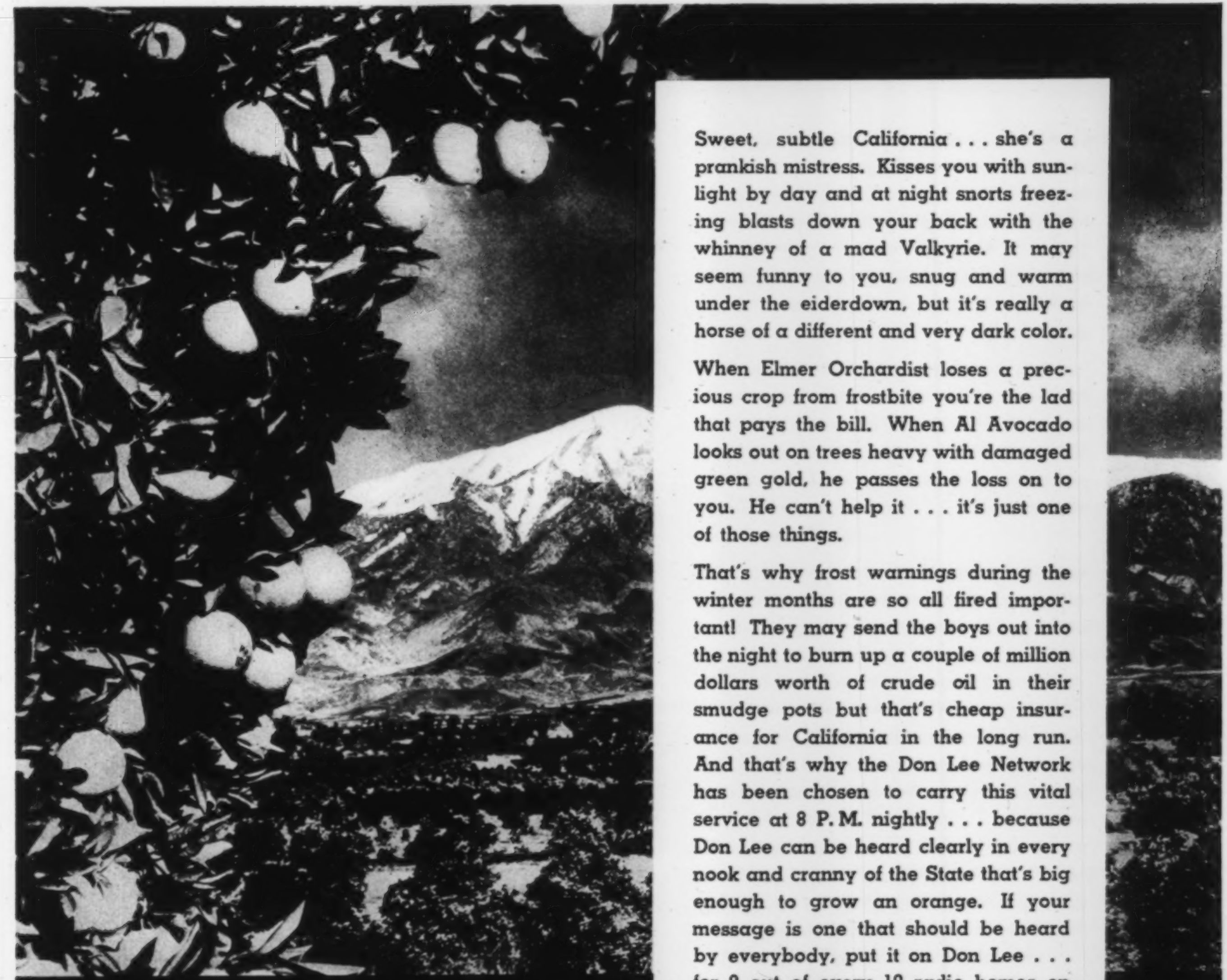
COLORADO

	Total Families	Radio Families	% Ownership
Total State	**288,000**	**233,500**	**81.0**
Adams	5,000	3,660	73.2
Alamosa	2,270	1,830	80.6
Arapahoe	6,490	5,210	80.2
Archuleta	840	590	70.2
Baca	2,660	1,760	66.1
Bent	2,230	1,620	72.6
Boulder	9,700	7,980	82.2
Chaffee	2,190	1,800	82.1
Cheyenne	1,000	670	67.0
Clear Creek	800	640	80.0
Conejos	2,230	1,540	69.0
Costilla	1,370	970	70.8
Crowley	1,540	1,070	69.4
Custer	670	460	68.6
Delta	3,890	2,770	71.2
Denver	85,330	78,500	91.9
Dolores	420	300	71.4
Douglas	1,040	720	69.2
Eagle	1,100	800	72.7
Elbert	1,810	1,180	65.1
El Paso	15,230	13,190	86.6
Fremont	5,130	4,000	77.9
Garfield	2,810	2,010	71.6
Gilpin	450	350	77.7
Grand	670	490	73.1
Gunnison	1,630	1,240	76.0
Hinsdale	170	130	76.4
Huerfano	4,280	3,330	77.8
Jackson	420	290	69.0
Jefferson	6,280	4,600	73.2
Kiowa	1,020	690	67.6
Kit Carson	2,480	1,660	66.9
Lake	1,520	1,220	80.2
La Plata	3,490	2,680	76.7
Larimer	9,280	7,480	80.6
Las Animas	9,240	7,150	77.3
Lincoln	2,120	1,440	67.9
Logan	4,850	3,640	75.0
Mesa	7,120	5,430	76.2
Mineral	240	180	75.0
Moffat	1,510	1,040	68.8
Montezuma	2,050	1,420	69.2
Montrose	3,050	2,180	71.4
Morgan	4,590	3,370	73.4
Otero	6,500	5,090	78.3
Ouray	610	450	73.7
Park	680	470	69.1
Phillips	1,570	1,100	70.0
Pitkin	580	430	74.1
Prowers	3,800	2,810	73.9
Pueblo	17,250	14,800	85.7
Rio Blanco	830	570	68.7
Rio Grande	2,570	1,910	74.3
Routt	2,700	2,000	74.1
Saguache	1,660	1,200	72.3
San Juan	480	380	79.1
San Miguel	670	480	71.6
Sedgwick	1,410	1,000	70.9
Summit	360	280	77.8
Teller	1,470	1,150	78.2
Washington	2,460	1,590	64.6
Weld	16,590	12,090	72.9
Yuma	3,600	2,420	67.2

CONNECTICUT

	Total Families	Radio Families	% Ownership
Total State	**437,000**	**402,100**	**92.0**
Fairfield	105,930	97,620	92.2
Hartford	113,470	104,450	92.1
Litchfield	22,820	21,060	92.3
Middlesex	13,490	12,410	92.0
New Haven	125,770	115,870	92.1
New London	32,190	29,590	91.9
Tolland	8,110	7,340	90.5
Windham	15,220	13,760	90.4

CALIFORNIA INDUSTRY SPENDING MILLIONS NIGHTLY... *chooses* DON LEE



Sweet, subtle California . . . she's a prankish mistress. Kisses you with sunlight by day and at night snorts freezing blasts down your back with the whinney of a mad Valkyrie. It may seem funny to you, snug and warm under the eiderdown, but it's really a horse of a different and very dark color.

When Elmer Orchardist loses a precious crop from frostbite you're the lad that pays the bill. When Al Avocado looks out on trees heavy with damaged green gold, he passes the loss on to you. He can't help it . . . it's just one of those things.

That's why frost warnings during the winter months are so all fired important! They may send the boys out into the night to burn up a couple of million dollars worth of crude oil in their smudge pots but that's cheap insurance for California in the long run. And that's why the Don Lee Network has been chosen to carry this vital service at 8 P. M. nightly . . . because Don Lee can be heard clearly in every nook and cranny of the State that's big enough to grow an orange. If your message is one that should be heard by everybody, put it on Don Lee . . . for 9 out of every 10 radio homes on the Pacific Coast are within twenty-five miles of a Don Lee station.

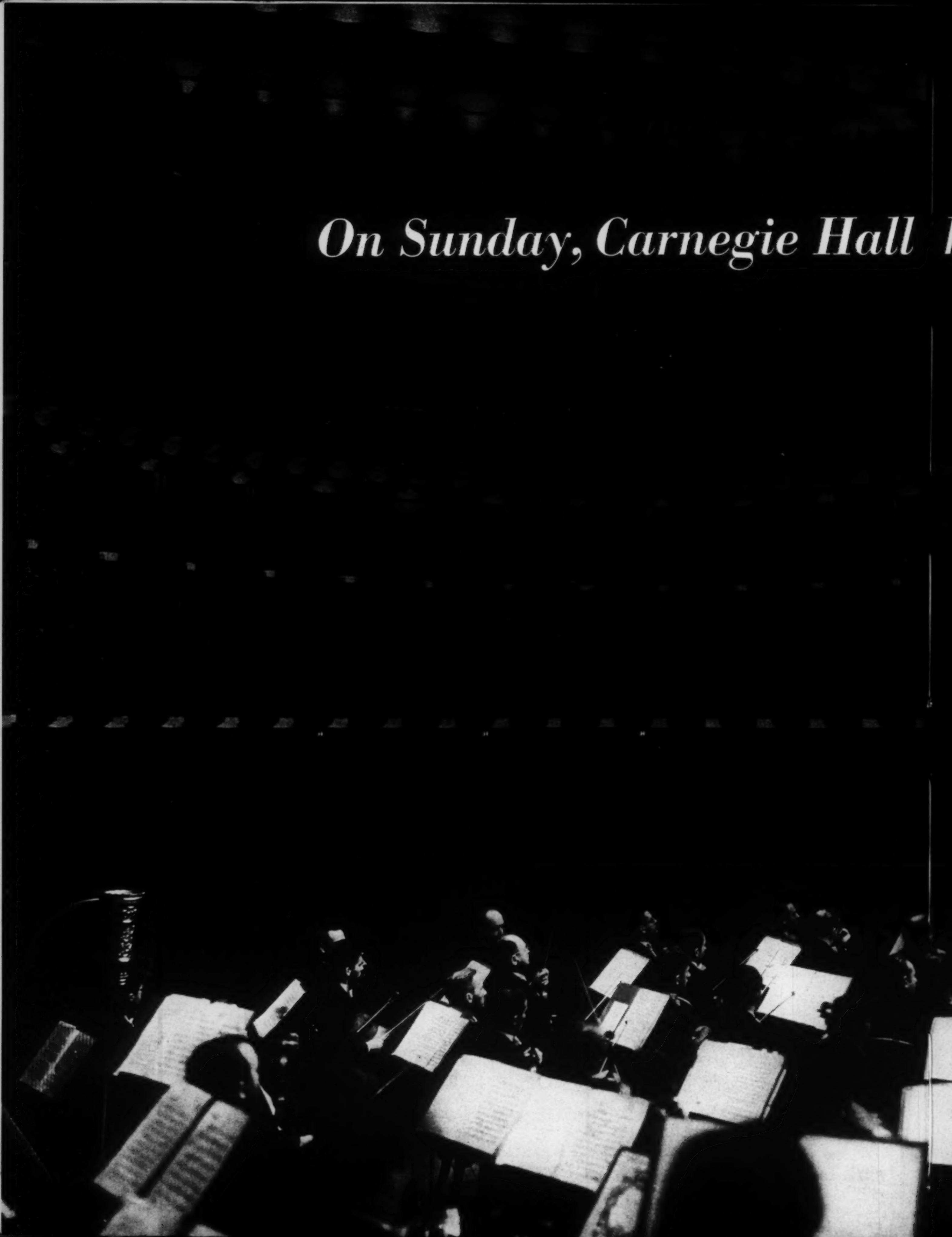
DON LEE
BROADCASTING SYSTEM
1076 West Seventh Street
LOS ANGELES, CALIFORNIA
LEWIS ALLEN WEISS
Vice-Pres. and Gen. Mgr.

AFFILIATED WITH MUTUAL
REPRESENTED BY BLAIR

• • •

THE NATION'S GREATEST REGIONAL NETWORK

On Sunday, Carnegie Hall



l holds ten million listeners

FOR 96 years, the New York Philharmonic-Symphony Orchestra has played only the world's greatest music. For 48 years, the seating capacity of Carnegie Hall has remained unchanged. Yet in the past nine years, the Philharmonic's Sunday afternoon audience has grown from 2,760 to 10,000,000 listeners *each week.* And 45,000,000 people now hear the Philharmonic broadcasts *each season!*

This audience—the largest audience of its kind in the world—consists solely of people who love, and who are learning to love, great music. Absurd in 1929. A fact today. A fact that can be credited to the magnificence of the orchestra . . . to the brilliance of its conductors, from Arturo Toscanini to John Barbirolli . . . and to the stations of the Columbia Broadcasting System, which have broadcast the Philharmonic concerts for nine consecutive years.

Columbia Broadcasting System

XUM

Radio Homes in the United States by States and Counties

(Continued from page 42)

DELAWARE

	Total Families	Radio Families	% Ownership
Total State	**67,000**	**57,600**	**86.1**
Kent	9,810	7,990	81.4
New Castle	43,130	38,260	88.7
Sussex	14,060	11,350	80.7

DISTRICT OF COLUMBIA

	Total Families	Radio Families	% Ownership
Washington	168,000	152,900	91.0

FLORIDA

	Total Families	Radio Families	% Ownership
Total State	**443,000**	**297,900**	**67.2**
Alachua	9,680	5,660	58.4
Baker	1,640	870	53.0
Bay	3,510	2,120	60.3
Bradford	2,470	1,260	51.0
Brevard	4,430	2,670	60.2
Broward	6,570	4,530	68.9
Calhoun	1,850	970	52.4
Charlotte	1,350	780	57.8
Citrus	1,670	930	55.7
Clay	2,100	1,150	54.8
Collier	730	430	58.9
Columbia	4,010	2,250	56.1
Dade	47,220	38,000	80.5
De Soto	2,370	1,480	62.4
Dixie	1,910	1,100	57.5
Duval	45,890	36,730	80.0
Escambia	15,180	10,110	66.6
Flagler	770	430	55.8
Franklin	1,990	1,190	59.8
Gadsden	7,120	3,870	54.4
Gilchrist	1,070	520	48.5
Glades	820	430	52.4
Gulf	910	520	57.1
Hamilton	2,490	1,270	51.0
Hardee	2,990	1,640	54.8
Hendry	1,110	600	54.1
Hernando	1,520	800	52.6
Highlands	2,990	2,010	67.2
Hillsborough	45,350	32,990	72.7
Holmes	3,110	1,480	47.6
Indian River	2,170	1,210	55.8
Jackson	8,220	4,050	49.3
Jefferson	3,860	1,960	50.8
Lafayette	1,230	620	50.4
Lake	7,600	4,560	60.0
Lee	4,690	3,190	68.0
Leon	6,650	3,960	59.5
Levy	3,520	1,880	53.4
Liberty	1,130	610	54.0
Madison	4,180	2,050	49.0
Manatee	7,060	4,490	63.6
Marion	8,810	4,920	55.8
Martin	1,710	980	57.3
Monroe	4,030	2,810	69.7
Nassau	2,600	1,520	58.5
Okaloosa	2,640	1,350	51.1
Okeechobee	1,200	670	55.8
Orange	16,300	11,730	72.0
Osceola	3,760	2,220	59.0
Palm Beach	16,820	12,250	72.8
Pasco	3,510	1,910	54.4
Pinellas	21,900	17,420	79.5
Polk	22,120	14,230	64.3
Putnam	5,810	3,420	58.9
St. Johns	5,600	3,910	69.8
St. Lucie	2,180	1,470	67.4
Santa Rosa	3,640	1,900	52.2
Sarasota	3,880	2,720	70.1
Seminole	5,930	3,760	63.4
Sumter	2,970	1,570	52.9
Suwannee	4,220	2,140	50.7
Taylor	3,740	2,120	56.7
Union	1,550	790	51.0
Volusia	14,640	10,340	70.6
Wakulla	1,490	800	53.7
Walton	3,700	1,990	53.8
Washington	3,120	1,590	51.0

GEORGIA

	Total Families	Radio Families	% Ownership
Total State	**716,000**	**370,800**	**51.7**
Appling	2,990	1,270	42.4
Atkinson	1,590	720	45.2
Bacon	1,570	640	40.8
Baker	1,870	690	36.9
Baldwin	3,980	2,090	52.5
Banks	2,120	750	35.4
Barrow	3,040	1,360	44.7
Bartow	5,860	2,730	46.6
Ben Hill	3,400	1,820	53.5
Berrien	3,300	1,320	40.0
Bibb	21,060	13,860	65.8
Bleckley	2,220	880	39.6
Brantley	1,590	700	44.0
Brooks	5,050	2,120	42.0
Bryan	1,410	660	46.8
Bulloch	5,940	2,500	42.1
Burke	7,870	3,180	40.4
Butts	2,330	980	42.1
Calhoun	2,800	1,110	39.6
Camden	1,550	750	48.3
Campbell (See Fulton)	---	---	---
Candler	2,010	770	38.3
Carroll	8,110	3,360	41.4
Catoosa	2,110	930	44.1
Charlton	1,070	510	47.7
Chatham	30,080	21,150	70.3
Chattahoochee	1,180	580	49.2
Chattooga	3,440	1,550	45.1
Cherokee	4,600	1,980	43.0
Clarke	6,830	4,230	61.9
Clay	1,750	690	39.4
Clayton	2,420	1,010	41.7
Clinch	1,850	940	50.8
Cobb	8,790	4,420	50.3
Coffee	4,330	1,870	43.2
Colquitt	6,850	3,150	46.0
Columbia	2,140	810	37.9
Cook	2,630	1,120	42.6
Coweta	6,150	2,940	47.8
Crawford	1,630	580	35.6
Crisp	4,520	2,220	49.1
Dade	950	400	42.1
Dawson	830	280	33.7
Decatur	5,710	2,790	48.9
DeKalb (See Fulton)	---	---	---
Dodge	5,090	2,100	41.3
Dooly	4,290	1,670	38.9
Douherty	6,430	3,920	60.9
Douglas	2,230	890	39.9
Early	4,540	1,720	37.9
Echols	710	330	46.5
Effingham	2,500	1,130	45.2
Elbert	4,390	1,980	45.1
Emanuel	5,610	2,220	39.6
Evans	1,550	670	43.2
Fannin	2,870	1,240	43.2
Fayette	2,000	730	37.5
Floyd	11,650	6,570	56.4
Forsyth	2,520	860	34.1
Franklin	3,600	1,380	38.3
Fulton*	107,120	79,830	74.5
Gilmer	1,690	620	36.7
Glascock	1,060	400	37.7
Glynn	5,360	3,410	63.6
Gordon	3,960	1,610	40.7
Grady	4,470	1,860	41.6
Greene	3,170	1,360	42.9
Gwinnett	6,650	2,760	41.5
Habersham	2,910	1,300	44.7
Hall	7,160	3,540	49.4
Hancock	2,970	1,140	38.4
Haralson	3,090	1,250	40.5
Harris	2,690	1,100	40.9
Hart	3,440	1,260	36.6
Heard	2,070	710	34.3
Henry	3,770	1,440	38.2
Houston	2,820	1,100	39.0
Irwin	2,650	1,040	39.2
Jackson	5,040	2,100	41.7
Jasper	2,160	920	42.6
Jeff Davis	1,830	770	42.1
Jefferson	4,930	1,980	40.2
Jenkins	3,270	1,330	40.7
Johnson	3,120	1,210	38.8
Jones	2,050	780	38.0
Lamar	2,390	1,140	47.7
Lanier	1,220	530	43.4
Laurens	7,930	3,360	42.4
Lee	2,330	870	37.3
Liberty	1,960	810	41.3
Lincoln	1,710	600	35.1
Long	990	430	43.4
Lowndes	7,490	4,110	54.9
Lumpkin	1,180	450	38.1
McDuffie	2,300	930	40.4
McIntosh	1,540	810	52.6
Macon	4,220	1,730	41.0
Madison	3,510	1,290	36.8
Marion	1,710	650	38.0
Meriwether	5,270	2,330	44.2
Miller	2,180	800	36.7
Milton (See Fulton)	---	---	---
Mitchell	5,640	2,320	41.1
Monroe	2,750	1,180	42.9
Montgomery	2,170	880	40.6
Morgan	3,310	1,350	40.8
Murray	2,090	770	36.8
Muscogee	15,000	10,050	67.0
Newton	4,190	1,940	46.3
Oconee	1,930	710	36.8
Oglethorpe	3,060	1,150	37.6
Paulding	2,850	1,050	36.8
Peach	2,620	1,320	50.4
Pickens	2,240	980	43.8
Pierce	2,820	1,180	41.8
Pike	2,520	950	37.7
Polk	5,670	2,940	51.9
Pulaski	2,320	950	40.9
Putnam	2,020	860	42.6
Quitman	890	340	38.2
Rabun	1,460	610	41.8
Randolph	4,330	1,850	42.7
Richmond	19,860	13,300	67.0
Rockdale	1,800	750	41.7
Schley	1,260	470	37.3
Screven	4,840	1,870	38.6
Seminole	1,710	670	39.2
Spalding	5,980	3,250	54.3
Stephens	2,660	1,280	48.1
Stewart	2,650	1,120	42.6
Sumter	7,160	3,390	47.3
Talbot	2,050	850	41.5
Talliaferro	1,520	580	38.2
Tattnall	3,490	1,420	40.7
Taylor	2,520	1,010	40.1
Telfair	3,450	1,470	42.6
Terrell	4,560	1,990	43.6
Thomas	8,280	4,210	50.8
Tift	3,950	1,890	47.8
Toombs	3,770	1,710	45.4
Towns	970	350	36.1
Treutlen	1,650	640	38.8
Troup	8,870	4,780	53.9
Turner	2,600	1,080	41.5
Twiggs	1,930	730	37.8
Union	1,440	480	33.3
Upson	4,420	2,220	50.2
Walker	6,210	3,040	49.0
Walton	5,100	2,150	42.2
Ware	6,740	4,150	61.6
Warren	2,590	990	38.2
Washington	5,990	2,500	41.7
Wayne	2,970	1,390	46.8
Webster	1,160	430	37.1
Wheeler	2,010	780	38.8
White	1,360	520	38.2
Whitfield	4,860	2,460	50.6
Wilcox	3,180	1,220	38.4
Wilkes	4,040	1,720	42.6
Wilkinson	2,690	1,150	42.8
Worth	4,950	1,930	39.0

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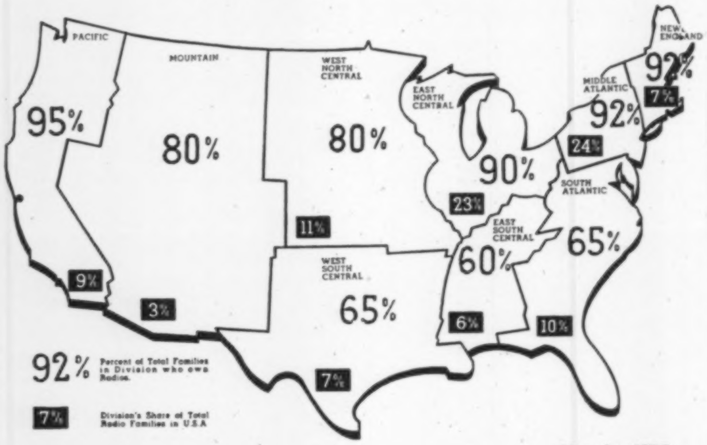
*Combined with Milton, Campbell and DeKalb.

IDAHO

	Total Families	Radio Families	% Ownership
Total State	**124,000**	**98,700**	**79.6**
Ada	11,390	9,690	85.1
Adams	860	640	74.4
Bannock	8,320	7,060	84.9
Bear Lake	1,970	1,500	76.1
Benewah	1,940	1,500	77.3
Bingham	4,520	3,460	76.5
Blaine	1,120	860	76.8
Boise	590	450	76.3
Bonner	4,050	3,190	78.8
Bonneville	4,860	3,990	82.1
Boundary	1,420	1,100	77.5
Butte	580	430	74.1
Camas	440	320	72.7
Canyon	8,890	7,160	80.5
Caribou	570	430	75.4
Cassia	3,180	2,470	77.7
Clark	300	220	73.3
Clearwater	1,750	1,350	77.1
Custer	970	740	76.8
Elmore	1,430	1,120	78.3
Franklin	2,150	1,700	79.1
Fremont	2,390	1,870	78.2
Gem	2,020	1,590	78.7
Gooding	2,030	1,520	74.9
Idaho	3,000	2,260	75.3
Jefferson	2,320	1,740	75.0
Jerome	2,180	1,630	74.8
Kootenai	6,080	4,910	80.8
Latah	5,210	4,100	78.7
Lemhi	1,520	1,150	75.7
Lewis	1,520	1,150	75.7
Lincoln	870	660	75.9
Madison	1,940	1,540	79.4
Minidoka	2,210	1,660	75.1
Nez Perce	5,180	4,320	83.4
Oneida	1,380	1,090	79.0
Owyhee	1,180	860	72.9
Payette	2,170	1,720	79.3
Power	1,250	940	75.2
Shoshono	5,570	4,640	83.3
Teton	840	630	75.0
Twin Falls	8,400	6,660	79.3
Valley	1,050	810	77.1
Washington	2,390	1,870	78.2

Radio Ownership by Geographic Divisions



Map by NBC

NBC herewith illustrates how radio homes have increased from 12,048,762 shown in the 1930 official census to 26,666,500 shown in the Joint Committee's count as of Jan. 1, 1938. In addition, NBC shows that 51% of the total number of radio families is located in the Eastern Time Zone, 37% in the Central Zone, 3% in the Mountain Zone and 9% in the Pacific Zone. Other N B C breakdowns show:

Radio Families by Income Groups

Income	*Percentage Total Families Owning Radios*	*Total Radio Families*
Over $10,000	99.9	400,000
$5,000 to $10,000	99.7	1,495,000
$3,000 to $5,000	98.2	3,730,000
$2,000 to $3,000	95.6	4,780,000
$1,000 to $2,000	88.3	10,600,000
Under $1,000	57.0	5,662,000

Radio Families By Geographic Divisions

	Total Families	*Percentage Owning Radios*	*Total Radio Families*	*Percentage Total Radio Families*
New Eng.	2,166,000	92	1,990,900	7
Mid. Atl.	6,922,000	92	6,361,200	24
E. N. Cen.	6,729,000	90	6,050,300	23
W. N. Cen.	3,580,000	80	2,861,900	11
S. Atlantic	3,977,000	65	2,598,700	10
E. S. Cen.	2,561,000	60	1,537,000	6
W. S. Cen.	3,146,000	65	2,040,000	7
Mountain	975,000	80	778,000	3
Pacific	2,585,000	95	2,448,500	9
U. S. Total	32,641,000	82	26,666,500	100

Radio Families by City Size

Population	*Percentage Total Families Owning Radios*	*Total Radio Families*
Over 500,000	88.5	5,000,000
100,000 to 500,000	93.4	4,030,000
25,000 to 100,000	95.0	3,380,000
10,000 to 25,000	91.3	2,215,000
2,500 to 10,000	86.4	2,571,000
Rural—Non-Farm	80.3	5,210,000
Rural—Farm	58.9	4,261,000

Construction Permit
granted

50,000
WATTS

WJSV WASHINGTON, D.C. • CBS

Owned and operated by the Columbia Broadcasting System.
Represented by Radio Sales: New York • Chicago • Detroit
Milwaukee • Charlotte, N. C. • Los Angeles • San Francisco

XUM

Radio Homes in the United States by States and Counties

(Continued from page 46)

ILLINOIS

	Total Families	Radio Families	% Ownership
Total State	**2,063,000**	**1,857,100**	**90.0**
Adams	18,150	15,900	87.6
Alexander	6,230	5,360	86.0
Bond	4,240	3,460	81.6
Boone	4,360	3,730	85.6
Brown	2,480	1,960	79.0
Bureau	10,920	9,060	83.0
Calhoun	2,080	1,630	78.4
Carroll	5,530	4,630	83.7
Cass	4,730	4,000	84.6
Champaign	18,030	15,790	87.6
Christian	10,530	8,800	83.6
Clark	5,330	4,250	79.7
Clay	4,540	3,640	80.2
Clinton	5,540	4,530	81.8
Coles	10,520	9,120	86.7
Cook	1,062,580	996,480	93.8
Crawford	6,030	4,940	81.9
Cumberland	3,010	2,370	78.7
De Kalb	9,460	8,120	85.8
De Witt	5,310	4,430	83.4
Douglas	5,060	4,160	82.2
Du Page	24,600	22,660	92.1
Edgar	7,250	6,000	82.8
Edwards	2,550	2,060	80.8
Effingham	5,080	4,150	81.7
Fayette	6,450	5,140	79.7
Ford	4,470	3,680	82.3
Franklin	15,530	13,220	85.1
Fulton	12,910	10,740	83.2
Gallatin	2,660	2,130	80.1
Greene	5,770	4,730	82.0
Grundy	4,970	4,160	83.7
Hamilton	3,580	2,780	77.7
Hancock	8,250	6,630	80.4
Hardin	1,800	1,440	80.0
Henderson	2,520	2,010	79.8
Henry	12,580	10,850	86.2
Iroquois	9,090	7,340	80.7
Jackson	9,520	8,020	84.2
Jasper	3,610	2,810	77.8
Jefferson	8,670	7,160	82.6
Jersey	3,500	2,870	82.0
Jo Daviess	5,920	4,880	82.4
Johnson	2,690	2,110	78.4
Kane	32,960	30,150	91.5
Kankakee	12,320	10,720	87.0
Kendall	2,980	2,400	80.5
Knox	14,990	13,170	87.9
Lake	26,250	23,920	91.1
La Salle	25,780	22,770	88.3
Lawrence	5,940	4,910	82.7
Lee	8,380	7,060	84.2
Livingston	10,250	8,460	82.5
Logan	7,400	6,230	84.2
McDonough	8,180	6,890	84.2
McHenry	9,640	8,170	84.8
McLean	20,420	17,740	86.9
Macon	22,790	20,370	89.4
Macoupin	14,000	11,710	83.6
Madison	38,120	34,190	89.7
Marion	10,290	8,640	84.0
Marshall	3,750	3,060	81.6
Mason	4,470	3,690	82.6
Massac	3,850	3,170	82.3
Menard	3,060	2,480	81.0
Mercer	4,920	3,960	80.5
Monroe	3,390	2,730	80.5
Montgomery	10,140	8,400	82.8
Morgan	8,780	7,460	85.0
Moultrie	3,600	2,880	80.0
Ogle	8,180	6,700	81.9
Peoria	37,430	33,880	90.5
Perry	6,290	5,240	83.3
Piatt	4,280	3,480	81.3
Pike	7,160	5,740	80.2
Pope	2,140	1,660	77.6
Pulaski	3,990	3,250	81.5
Putnam	1,430	1,160	81.1
Randolph	7,360	6,070	82.5
Richland	4,090	3,370	82.4
Rock Island	27,140	24,700	91.0
St. Clair	43,440	39,010	89.8
Saline	9,800	8,160	83.3
Sangamon	30,620	27,410	89.5
Schuyler	3,410	2,700	79.2
Scott	2,510	2,020	80.5
Shelby	7,510	5,990	79.8
Stark	2,610	2,100	80.5
Stephenson	11,460	9,920	86.6
Tazewell	12,430	10,780	86.7
Union	4,780	3,860	80.8
Vermilion	24,080	21,040	87.4
Wabash	3,720	3,130	84.1
Warren	6,340	5,300	83.6
Washington	4,470	3,560	79.6
Wayne	5,250	4,110	78.3
White	5,100	4,090	80.2
Whiteside	10,950	9,430	86.1
Will	27,880	24,550	88.1
Williamson	14,610	12,300	84.2
Winnebago	32,070	28,940	90.2
Woodford	5,190	4,190	80.5

INDIANA

	Total Families	Radio Families	% Ownership
Total State	**934,000**	**816,800**	**87.5**
Adams	5,330	4,430	83.1
Allen	40,320	36,680	91.0
Bartholomew	7,500	6,330	84.4
Benton	3,330	2,760	82.9

Indiana (Cont'd)

	Total Families	Radio Families	% Ownership
Blackford	4,020	3,410	84.8
Boone	6,920	5,720	82.7
Brown	1,460	1,150	78.8
Carroll	4,780	3,930	82.2
Cass	10,210	8,820	86.4
Clark	8,820	7,570	85.8
Clay	7,760	6,530	84.2
Clinton	8,460	7,200	85.1
Crawford	2,850	2,280	80.0
Daviess	7,020	5,860	83.5
Dearborn	6,170	5,210	84.4
Decatur	5,400	4,490	83.2
DeKalb	7,570	6,460	85.3
Delaware	19,790	17,590	88.9
Dubois	5,370	4,520	84.2
Elkhart	20,420	18,110	88.7
Fayette	5,630	4,930	87.6
Floyd	10,130	9,050	89.3
Fountain	5,570	4,650	83.5
Franklin	4,100	3,330	81.2
Fulton	4,760	3,900	81.9
Gibson	8,470	7,070	83.5
Grant	15,080	13,090	86.8
Greene	9,240	7,660	82.9
Hamilton	7,480	6,210	83.0
Hancock	5,370	4,460	83.1
Harrison	4,760	3,790	79.6
Hendricks	5,950	4,890	82.2
Henry	10,380	8,940	86.1
Howard	13,520	11,900	88.0
Huntington	8,680	7,430	85.6
Jackson	6,790	5,680	83.7
Jasper	3,660	3,000	82.0
Jay	6,330	5,190	82.0
Jefferson	5,530	4,540	82.1
Jennings	3,410	2,770	81.2
Johnson	6,560	5,520	84.1
Knox	12,290	10,500	85.4
Kosciusko	8,600	7,140	83.0
Lagrange	4,010	3,280	81.8
Lake	66,110	61,110	92.4
La Porte	16,220	14,530	89.6
Lawrence	9,850	8,490	86.2
Madison	23,740	21,110	88.9
Marion	125,230	115,670	92.4
Marshall	7,370	6,180	83.9
Martin	2,700	2,180	80.7
Miami	8,700	7,500	86.2
Monroe	10,030	8,800	87.7
Montgomery	8,460	7,170	84.8
Morgan	5,940	4,930	83.0
Newton	2,900	2,420	83.4
Noble	6,880	5,830	84.7
Ohio	1,190	970	81.5
Orange	4,870	4,060	83.4
Owen	3,450	2,830	82.0
Parke	5,030	4,160	82.7
Perry	4,430	3,670	82.8
Pike	4,780	3,950	82.6
Porter	6,660	5,790	86.9
Posey	5,210	4,300	82.5
Pulaski	3,150	2,550	81.0
Putnam	6,120	5,050	82.5
Randolph	7,930	6,590	83.1
Ripley	5,320	4,320	81.2
Rush	5,820	4,830	83.0
St. Joseph	43,320	39,710	91.7
Scott	2,000	1,620	81.0
Shelby	8,170	6,930	84.8
Spencer	4,710	3,820	81.1
Starke	3,150	2,580	81.9
Steuben	4,350	3,620	83.2
Sullivan	8,230	6,870	83.5
Switzerland	2,610	2,060	78.9
Tippecanoe	13,810	12,300	89.1
Tipton	4,580	3,800	83.0
Union	1,910	1,560	81.7
Vanderburg	31,340	28,860	92.1
Vermillion	6,790	6,060	89.2
Vigo	29,540	26,350	89.2
Wabash	7,690	6,530	84.9
Warren	2,740	2,210	80.7
Warrick	5,200	4,270	82.1
Washington	4,710	3,810	80.9
Wayne	16,060	14,330	89.2
Wells	5,590	4,570	81.8
White	4 760	3,970	83.4
Whitely	4,850	4,010	82.7

IOWA

	Total Families	Radio Families	% Ownership
Total State	**680,000**	**577,800**	**85.0**
Adair	3,930	3,110	79.1
Adams	2,960	2,320	78.4
Allamakee	4,460	3,610	80.9
Appanoose	7,120	5,950	83.6
Audubon	3,240	2,550	78.7
Benton	6,400	5,290	82.7
Black Hawk	19,040	17,130	90.0
Boone	7,930	6,740	85.0
Bremer	4,750	3,920	82.5
Buchanan	5,150	4,210	81.7
Buena Vista	5,130	4,220	82.3
Butler	4,850	3,880	80.0
Calhoun	4,850	3,890	80.2
Carroll	5,620	4,650	82.7
Cass	5,590	4,640	83.0
Cedar	4,830	3,860	79.9
Cerro Gordo	10,150	9,050	89.2
Cherokee	4,500	3,730	82.9
Chickasaw	3,990	3,170	79.4
Clarke	3,040	2,470	81.3

Iowa (Cont'd)

	Total Families	Radio Families	% Ownership
Clay	4,370	3,620	82.8
Clayton	6,810	5,460	80.2
Clinton	12,560	10,990	87.5
Crawford	5,530	4,500	81.4
Dallas	7,330	6,080	82.9
Davis	3,290	2,580	78.4
Decatur	4,190	3,340	79.7
Delaware	4,870	3,960	81.3
Des Moines	11,200	10,050	89.7
Dickinson	2,920	2,350	80.4
Dubuque	15,580	14,010	89.9
Emmet	3,290	2,780	84.9
Fayette	8,060	6,780	84.1
Floyd	5,660	4,800	84.8
Franklin	4,340	3,540	81.6
Fremont	4,250	3,380	79.5
Greene	4,520	3,690	81.6
Grundy	3,700	2,940	79.5
Guthrie	4,910	3,910	79.6
Hamilton	5,440	4,520	83.1
Hancock	3,720	2,950	79.3
Hardin	6,370	5,360	84.1
Harrison	6,690	5,450	81.5
Henry	4,880	4,020	82.4
Howard	3,520	2,880	81.8
Humboldt	3,460	2,780	80.3
Ida	3,150	2,520	80.0
Iowa	4,990	3,960	79.4
Jackson	5,270	4,320	82.0
Jasper	9,120	7,690	84.3
Jefferson	4,760	4,020	84.5
Johnson	8,530	7,420	87.0
Jones	4,940	4,020	81.4
Keokuk	5,820	4,660	80.1
Kossuth	6,190	5,010	80.9
Lee	11,520	10,380	90.1
Linn	24,010	21,480	89.5
Louisa	3,330	2,680	80.5
Lucas	4,310	3,590	83.3
Lyon	3,700	2,950	79.7
Madison	4,210	3,380	80.3
Mahaska	7,480	6,290	84.1
Marion	7,180	5,990	83.4
Marshall	9,270	8,070	87.1
Mills	3,880	3,160	81.4
Mitchell	3,860	3,170	82.1
Monona	4,740	3,820	80.6
Monroe	4,120	3,370	81.8
Montgomery	4,810	4,060	84.4
Muscatine	8,850	7,740	87.5
O'Brien	4,990	4,120	82.6
Osceola	2,510	1,990	79.3
Page	6,880	5,860	85.2
Palo Alto	3,830	3,110	81.2
Plymouth	6,100	4,980	81.6
Pocahontas	4,020	3,190	79.4
Polk	48,820	45,010	92.2
Pottawattamie	18,880	16,640	88.1
Poweshiek	5,400	4,460	82.6
Ringgold	3,500	2,760	78.9
Sac	4,740	3,890	82.1
Scott	22,290	20,210	90.7
Shelby	4,330	3,510	81.1
Sioux	6,540	5,240	80.1
Story	8,600	7,440	86.5
Tama	6,290	5,120	81.4
Taylor	4,450	3,540	79.6
Union	5,080	4,360	85.8
Van Buren	3,880	3,100	79.9
Wapello	11,580	10,190	88.0
Warren	5,190	4,220	81.3
Washington	5,730	4,740	82.7
Wayne	4,200	3,370	80.2
Webster	10,880	9,500	87.3
Winnebago	3,250	2,580	79.4
Winneshiek	5,700	4,640	81.4
Woodbury	27,070	24,390	90.1
Worth	2,890	2,290	79.2
Wright	5,350	4,490	83.9

KANSAS

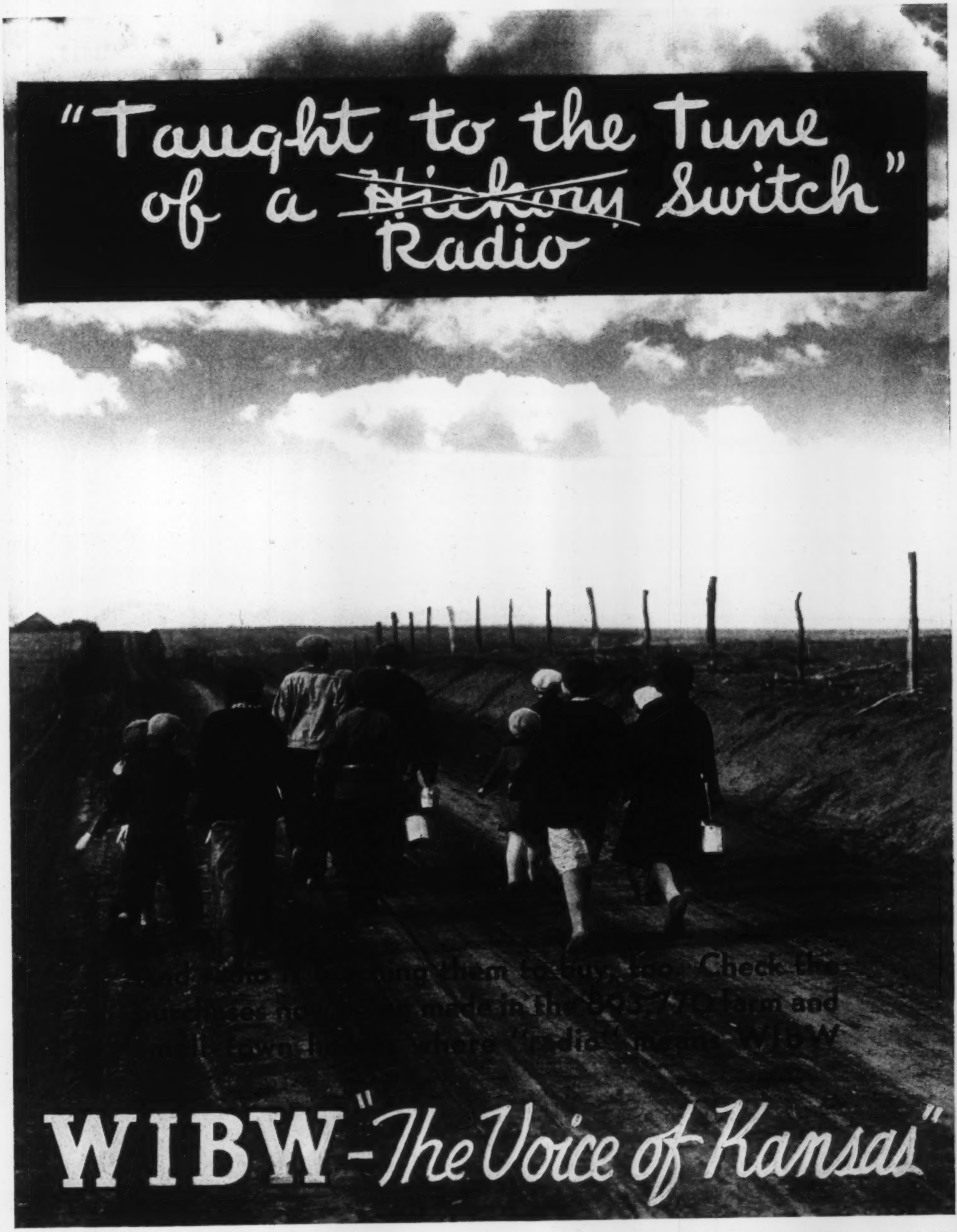
	Total Families	Radio Families	% Ownership
Total State	**501,000**	**367,800**	**73.4**
Allen	6,170	4,510	73.1
Anderson	3,730	2,420	64.9
Atchison	6,450	4,950	76.7
Barber	2,670	1,730	64.8
Barton	4,990	3,730	74.7
Bourbon	6,250	4,540	72.6
Brown	5,600	3,890	69.5
Butler	9,660	7,130	73.8
Chase	1,840	1,150	62.5
Chautauqua	2,840	1,820	64.1
Cherokee	8,480	6,280	74.1
Cheyenne	1,640	950	57.9
Clark	1,210	760	62.8
Clay	4,110	2,790	67.9
Cloud	4,920	3,420	69.5
Coffey	3,880	2,340	60.3
Comanche	1,310	840	64.1
Cowley	11,260	8,860	78.7
Crawford	13,770	10,490	76.2
Decatur	2,350	1,410	60.0
Dickinson	6,920	5,050	73.1
Doniphan	3,670	2,210	60.2
Douglas	7,370	5,750	78.0
Edwards	1,940	1,260	64.9
Elk	2,520	1,570	62.3
Ellis	3,210	2,260	70.4
Ellsworth	2,540	1,630	64.2
Finney	2,690	2,040	75.8

Kansas (Cont'd)

	Total Families	Radio Families	% Ownership
Ford	5,120	4,010	78.3
Franklin	6,330	4,560	72.0
Geary	3,540	2,830	79.9
Gove	1,310	760	58.0
Graham	1,910	1,090	57.1
Grant	770	480	62.3
Gray	1,420	850	59.9
Greeley	440	270	61.4
Greenwood	5,220	3,540	67.8
Hamilton	850	540	63.5
Harper	3,470	2,330	67.1
Harvey	5,830	4,510	77.4
Haskell	650	390	60.0
Hodgeman	1,010	570	56.4
Jackson	4,150	2,580	62.2
Jefferson	3,910	2,350	60.1
Jewell	4,100	2,360	57.6
Johnson	7,550	5,290	70.1
Kearny	800	490	61.3
Kingman	3,020	1,980	65.6
Kiowa	1,500	930	62.0
Labette	8,660	6,470	74.7
Lane	830	500	60.2
Leavenworth	9,030	7,060	78.2
Lincoln	2,450	1,460	59.6
Linn	3,870	2,290	59.2
Logan	1,050	650	61.9
Lyon	7,920	5,990	75.6
McPherson	6,170	4,280	69.4
Marion	5,300	3,380	63.8
Marshall	6,220	4,100	65.9
Meade	1,670	1,050	62.9
Miami	5,600	3,940	70.4
Mitchell	3,450	2,320	67.2
Montgomery	14,330	11,820	82.5
Morris	3,130	2,040	65.2
Morton	1,000	650	65.0
Nemaha	4,720	2,890	61.2
Neosho	6,330	4,640	73.3
Ness	1,960	1,190	60.7
Norton	3,100	2,000	64.5
Osage	4,980	3,040	61.0
Osborne	3,110	1,910	61.4
Ottawa	2,880	1,770	61.5
Pawnee	2,520	1,770	70.2
Phillips	3,320	1,980	59.6
Pottawatomie	4,160	2,560	61.5
Pratt	3,450	2,590	75.1
Rawlins	1,810	1,060	58.6
Reno	12,620	9,910	78.5
Republic	4,160	2,490	59.9
Rice	3,840	2,640	68.8
Riley	5,460	4,200	76.9
Rooks	2,520	1,530	60.7
Rush	2,190	1,340	61.2
Russell	2,740	1,730	63.1
Salina	7,790	6,400	82.2
Scott	1,000	640	64.0
Sedgwick	37,250	32,850	88.2
Seward	1,940	1,550	80.1
Shawnee	22,950	19,960	87.1
Sheridan	1,420	800	56.3
Sherman	1,920	1,400	72.9
Smith	3,760	2,200	58.5
Stafford	2,720	1,690	62.1
Stanton	520	310	59.6
Stevens	1,130	680	60.2
Sumner	7,860	5,470	69.6
Thomas	1,880	1,200	63.8
Trego	1,510	870	57.6
Wabaunsee	2,880	1,700	59.0
Wallace	720	430	59.7
Washington	4,690	2,760	58.8
Wichita	580	340	58.6
Wilson	5,100	3,650	71.6
Woodson	2,320	1,430	61.6
Wyandotte	37,620	33,740	89.7

KENTUCKY

	Total Families	Radio Families	% Ownership
Total State	**708,000**	**494,900**	**69.9**
Adair	4,300	2,540	59.1
Allen	4,370	2,590	59.3
Anderson	2,520	1,550	61.5
Ballard	2,810	1,740	61.9
Barren	7,210	4,520	62.7
Bath	3,020	1,820	60.3
Bell	9,000	6,280	69.8
Boone	3,030	1,880	62.0
Bourbon	5,510	3,790	68.8
Boyd	11,470	9,690	84.5
Boyle	4,720	3,380	71.6
Bracken	2,920	1,790	61.3
Breathitt	4,520	2,660	58.8
Breckenridge	4,920	2,980	60.6
Bullitt	2,480	1,540	62.1
Butler	3,350	1,960	58.5
Caldwell	4,040	2,670	66.1
Calloway	5,030	3,100	61.6
Campbell	22,530	19,760	87.7
Carlisle	2,160	1,330	61.6
Carroll	2,480	1,570	63.3
Carter	5,400	3,380	62.6
Casey	4,080	2,340	57.4
Christian	9,480	6,330	66.8
Clark	5,330	3,780	70.9
Clay	3,990	2,310	57.9
Clinton	2,210	1,290	58.4
Crittenden	3,390	2,080	61.4
Cumberland	2,530	1,470	58.1
Daviess	12,500	9,020	72.2



"Taught to the Tune of a ~~Hickory~~ Radio Switch"

[illegible] radio is [illegible]ing them to buy, too. Check the [illegible]urchases n[illegible] made in the 593,770 farm and [illegible] town h[illegible] where "radio" means WIBW

WIBW "The Voice of Kansas"

Radio Homes in the United States by States and Counties

(Continued from page 48)

Kentucky (Cont'd)

	Total Families	Radio Families	% Ownership
Edmonson	2,850	1,680	58.9
Elliott	1,660	940	56.6
Estill	4,090	2,690	65.8
Fayette	19,940	16,360	82.0
Fleming	3,890	2,360	60.7
Floyd	9,500	6,180	65.1
Franklin	5,300	3,820	72.1
Fulton	4,240	2,850	67.2
Gallatin	1,390	850	61.2
Garrard	3,210	1,920	59.8
Grant	3,130	1,900	60.7
Graves	8,870	5,700	64.3
Grayson	4,650	2,760	59.4
Green	3,200	1,860	58.1
Greenup	5,710	3,640	63.7
Hancock	1,830	1,100	60.1
Hardin	5,850	3,690	63.1
Harlan	14,710	10,220	69.5
Harrison	4,550	3,050	67.0
Hart	4,440	2,630	59.2
Henderson	7,630	5,240	68.7
Henry	3,920	2,410	61.5
Hickman	2,460	1,490	60.6
Hopkins	10,990	7,470	68.1
Jackson	2,430	1,400	57.6
Jefferson	105,050	91,040	86.7
Jassamine	3,570	2,380	66.7
Johnson	5,260	3,300	62.7
Kenton	28,240	24,660	87.3
Knott	3,070	1,830	59.6
Knox	6,180	3,890	62.9
Larue	2,540	1,520	59.8
Laurel	4,990	3,010	60.3
Lawrence	3,880	2,300	59.3
Lee	2,250	1,380	61.3
Leslie	2,230	1,270	57.1
Letcher	7,940	5,290	66.6
Lewis	3,750	2,250	60.0
Lincoln	4,790	2,910	60.8
Livingston	2,420	1,460	60.3
Logan	6,360	3,970	62.4
Lyon	2,040	1,240	60.8
McCracken	13,650	10,470	76.7
McCreary	3,260	2,110	64.7
McLean	3,150	1,950	61.9
Madison	7,640	4,970	65.1
Magoffin	3,600	2,100	58.3
Marion	3,930	2,510	63.9
Marshall	3,640	2,160	59.3
Martin	1,770	1,080	61.0
Mason	5,620	3,960	70.5
Meade	2,180	1,300	59.6
Menifee	1,140	650	57.0
Mercer	4,210	2,760	65.6
Metcalfe	2,620	1,500	57.3
Monroe	3,350	1,950	58.2
Montgomery	3,440	2,350	68.3
Morgan	3,540	2,050	57.9
Mulenberg	9,970	6,590	66.1
Nelson	4,200	2,600	61.9
Nicholas	2,680	1,630	60.8
Ohio	6,860	4,270	62.2
Oldham	2,200	1,400	63.6
Owen	3,220	1,910	59.3
Owsley	1,690	960	56.8
Pendleton	3,300	2,000	60.6
Perry	9,400	6,280	66.8
Pike	13,910	8,980	64.6
Powell	1,420	850	59.9
Pulaski	8,890	5,550	62.4
Robertson	1,040	610	58.7
Rockcastle	3,600	2,170	60.3
Rowan	2,560	1,580	61.7
Russell	2,890	1,670	57.8
Scott	4,390	2,950	67.2
Shelby	5,220	3,400	65.1
Simpson	3,310	2,120	64.0
Spencer	1,800	1,070	59.4
Taylor	3,400	2,050	60.3
Todd	3,980	2,430	61.1
Trigg	3,310	1,960	59.2
Trimble	1,540	900	58.4
Union	4,700	3,100	66.1
Warren	9,820	6,710	68.3
Washington	3,240	1,920	59.3
Wayne	3,810	2,250	59.1
Webster	6,220	4,100	65.9
Whitley	7,260	4,810	66.3
Wolfe	1,850	1,080	58.4
Woodford	3,280	2,080	63.4

LOUISIANA

	Total Families	Radio Families	% Ownership
Total State	**510,000**	**297,400**	**58.3**
Acadia	8,950	4,430	49.5
Allen	3,670	1,790	48.8
Ascension	4,460	2,120	47.5
Assumption	3,780	1,730	45.8
Avoyelles	8,020	3,430	42.8
Beauregard	3,510	1,790	51.1
Bienville	5,500	2,370	43.1
Bossier	7,260	3,310	45.6
Caddo	33,060	22,060	66.7
Calcasieu	10,280	5,980	58.2
Caldwell	2,350	1,050	44.7
Cameron	1,340	580	43.3
Catahoula	2,940	1,270	43.2
Claiborne	7,470	3,470	46.5
Concordia	3,640	1,700	46.7
DeSoto	7,560	3,430	45.4
E. Baton Rouge	17,110	10,550	61.7

Louisiana (Cont'd)

	Total Families	Radio Families	% Ownership
E. Carroll	4,570	2,070	45.3
E. Feliciana	3,450	1,510	43.8
Evangeline	6,010	2,530	42.1
Franklin	7,300	3,040	41.6
Grant	3,690	1,670	45.3
Iberia	6,570	3,310	50.4
Iberville	6,220	3,080	49.5
Jackson	3,130	1,400	44.7
Jefferson	9,560	5,500	57.5
Jefferson Davis	4,700	2,280	48.5
Lafayette	8,700	4,680	53.8
Lafourche	6,870	3,230	47.1
LaSalle	2,820	1,340	47.5
Lincoln	5,190	2,520	48.6
Livingston	4,020	1,730	43.0
Madison	3,940	1,870	47.5
Morehouse	6,030	2,930	48.6
Natchitoches	9,170	4,120	44.9
Orleans	117,720	98,660	83.8
Ouachita	13,960	8,970	64.3
Plaquemines	2,120	1,010	47.6
Point Coupee	5,180	2,270	43.8
Rapides	15,350	8,650	56.4
Red River	3,990	1,670	41.9
Richland	6,490	2,760	42.5
Sabine	5,270	2,330	44.2
St. Bernard	1,420	700	49.3
St. Charles	2,790	1,390	49.8
St. Helena	1,790	740	41.3
St. James	3,640	1,740	47.8
St. John the Baptiste	3,260	1,560	47.9
St. Landry	12,950	6,050	46.7
St. Martin	4,670	2,080	44.5
St. Mary	7,040	3,570	50.7
St. Tammany	5,240	2,760	52.7
Tangipahoa	10,700	5,270	49.3
Tensas	4,280	1,810	42.3
Terrebonne	6,640	3,310	49.8
Union	4,730	2,020	42.7
Vermilion	7,450	3,400	45.6
Vernon	4,600	2,180	47.4
Washington	7,180	3,940	55.6
Webster	7,110	3,470	48.8
W. Baton Rouge	2,650	1,200	45.3
West Carroll	3,200	1,350	42.2
West Feliciana	2,310	990	42.9
Winn	3,430	1,680	49.1

MAINE

	Total Families	Radio Families	% Ownership
Total State	**221,000**	**201,100**	**91.0**
Androscoggin	19,490	17,720	90.9
Aroostook	19,230	17,320	90.0
Cumberland	37,720	34,650	91.9
Franklin	5,780	5,290	91.5
Hancock	9,620	8,830	91.8
Kennebec	19,080	17,290	90.6
Knox	9,020	8,160	90.5
Lincoln	5,100	4,630	90.8
Oxford	11,460	10,430	91.0
Penobscott	24,870	22,670	91.2
Piscataquis	5,330	4,920	92.3
Sagadahoc	5,190	4,620	89.0
Somerset	11,100	10,060	90.6
Waldo	6,300	5,600	88.9
Washington	10,710	9,650	90.1
York	21,000	19,260	91.7

MARYLAND

	Total Families	Radio Families	% Ownership
Total State	**410,000**	**355,100**	**86.6**
Allegany	19,260	16,220	84.2
Anne Arundel	12,340	10,300	83.5
Baltimore	28,980	24,050	83.0
Baltimore City	206,240	187,770	91.0
Calvert	2,210	1,770	80.1
Caroline	4,770	3,860	80.9
Carroll	9,000	7,290	81.0
Cecil	6,320	5,150	81.5
Charles	3,550	2,830	79.7
Dorchester	6,980	5,470	78.4
Frederick	13,690	11,170	81.6
Garrett	4,470	3,610	80.8
Harford	7,790	6,330	81.3
Howard	3,850	3,120	81.0
Kent	3,910	3,120	79.8
Montgomery	12,570	10,490	83.5
Prince George	14,500	12,120	83.6
Queen Annes	3,810	3,090	81.1
St. Mary's	3,210	2,590	80.7
Somerset	6,180	4,940	79.9
Talbot	5,210	4,180	80.2
Washington	16,890	14,160	83.8
Wicomico	8,470	6,830	80.6
Worcester	5,800	4,640	80.0

MASSACHUSETTS

	Total Families	Radio Families	% Ownership
Total State	**1,104,000**	**1,019,200**	**92.3**
Barnstable	10,130	9,550	94.3
Berkshire	32,350	29,990	92.7
Bristol	95,210	87,060	91.4
Dukes	1,580	1,510	95.6
Essex	133,970	123,560	92.2
Franklin	13,760	12,840	93.3
Hampden	87,890	81,090	92.3
Hampshire	18,050	16,730	92.7
Middlesex	242,510	223,760	92.3

Massachusetts (Cont'd)

	Total Families	Radio Families	% Ownership
Nantucket	1,150	1,060	92.2
Norfolk	78,430	73,210	93.3
Plymouth	46,100	42,530	92.2
Suffolk	217,640	200,230	92.0
Worcester	125,230	116,080	92.7

MICHIGAN

	Total Families	Radio Families	% Ownership
Total State	**1,220,000**	**1,122,200**	**92.0**
Alcona	1,200	1,050	87.5
Alger	1,900	1,680	88.4
Allegan	10,740	9,510	88.5
Alpena	4,360	3,910	89.7
Antrim	2,630	2,350	89.4
Arenac	1,930	1,690	87.6
Baraga	2,010	1,810	90.0
Barry	6,240	5,520	88.5
Bay	16,740	15,200	90.8
Benzie	1,840	1,660	90.2
Berrien	22,230	20,200	90.9
Branch	7,170	6,370	88.8
Calhoun	23,920	21,980	91.9
Cass	6,070	5,400	89.0
Charlevoix	3,110	2,760	88.7
Cheboygan	2,920	2,560	87.7
Chippewa	5,750	5,140	89.4
Clare	1,890	1,680	88.9
Clinton	6,590	5,790	87.9
Crawford	800	730	91.5
Delta	7,460	6,740	90.3
Dickinson	6,990	6,210	88.8
Easton	9,340	8,320	89.1
Emmet	3,890	3,490	89.7
Genesee	53,030	49,020	92.4
Gladwin	1,790	1,570	87.7
Gogebic	6,760	6,040	89.3
Grand Traverse	4,920	4,370	88.8
Gratiot	8,070	7,150	88.6
Hillsdale	8,180	7,240	88.5
Houghton	11,990	10,740	89.6
Huron	7,500	6,620	88.3
Ingham	31,300	28,860	92.2
Ionia	9,360	8,350	89.2
Iosco	1,960	1,760	89.8
Iron	4,540	4,100	90.3
Isabella	5,250	4,620	88.0
Jackson	24,330	22,360	91.9
Kalamazoo	24,180	22,250	92.0
Kalkaska	1,040	920	88.5
Kent	63,320	59,010	93.2
Keweenaw	1,100	1,020	92.7
Lake	1,150	1,020	88.7
Lapeer	6,700	5,920	88.4
Leelanau	1,970	1,740	88.3
Lenawee	14,160	12,720	89.8
Livingston	5,290	4,710	89.0
Luce	1,140	1,040	91.2
Mackinac	2,060	1,880	91.3
Macomb	19,270	17,660	91.6
Manistee	4,740	4,140	87.3
Marquette	10,290	9,280	90.2
Mason	4,940	4,380	88.7
Mecosta	4,330	3,800	87.8
Menominee	5,570	4,970	89.2
Midland	4,650	4,140	89.0
Missaukee	1,700	1,490	87.6
Monroe	13,220	11,970	90.5
Montcalm	7,950	7,000	88.1
Montmorency	690	610	88.4
Muskegon	21,500	19,860	92.4
Newaygo	4,580	4,060	88.6
Oakland	53,250	49,310	92.6
Oceana	3,780	3,340	88.4
Ogemaw	1,680	1,480	88.1
Ontonagon	2,460	2,200	89.4
Osceola	3,370	2,980	88.4
Oscoda	410	360	87.8
Otsego	1,290	1,160	89.9
Ottawa	14,070	12,770	90.8
Presque Isle	2,420	2,140	88.4
Roscommon	600	540	90.0
Saginaw	30,090	27,570	91.6
St. Clair	17,870	16,290	91.2
St. Joseph	9,110	8,230	90.3
Sanilac	7,250	6,360	87.7
Schoolcraft	2,000	1,760	88.0
Shiawassee	10,680	9,600	89.9
Tuscola	8,340	7,330	87.9
Van Buren	9,720	8,640	88.9
Washtenaw	18,600	17,130	92.1
Wayne	456,350	428,960	94.0
Wexford	4,420	3,910	88.5

MINNESOTA

	Total Families	Radio Families	% Ownership
Total State	**652,000**	**556,900**	**85.4**
Aitkin	3,890	2,960	76.1
Anoka	4,450	3,790	85.2
Becker	5,400	4,260	78.9
Beltrami	5,160	4,180	81.0
Benton	3,420	2,770	81.0
Big Stone	2,380	1,890	79.4
Blue Earth	8,990	7,540	83.9
Brown	5,970	5,030	84.3
Carlton	5,260	4,310	81.9
Carver	4,300	3,400	79.1
Cass	3,930	3,070	78.1
Chippewa	3,830	3,120	81.5
Chisago	3,620	2,810	77.6
Clay	5,580	4,640	83.2

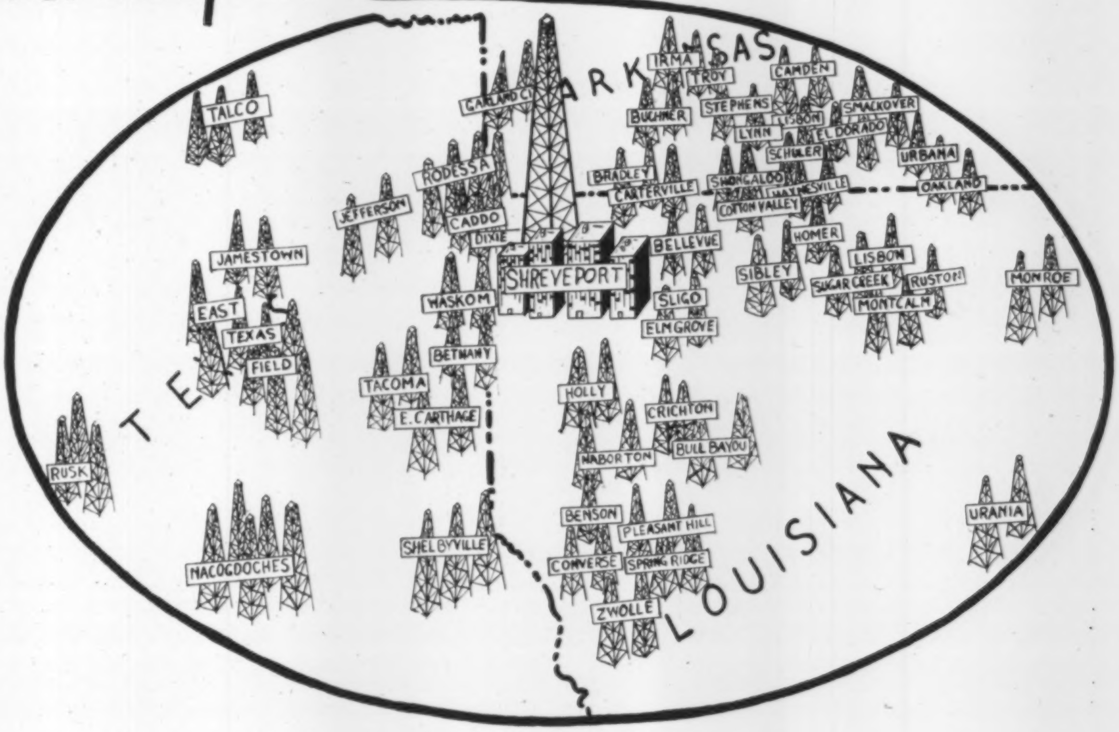
Minnesota (Cont'd)

	Total Families	Radio Families	% Ownership
Clearwater	2,360	1,790	75.8
Cook	620	520	83.9
Cottonwood	3,600	2,810	78.1
Crow Wing	6,570	5,600	85.2
Dakota	8,380	7,250	86.5
Dodge	3,230	2,500	77.4
Douglas	4,870	3,850	79.1
Faribault	5,550	4,460	80.4
Fillmore	6,800	5,350	78.7
Freeborn	7,320	6,010	82.1
Goodhue	8,260	6,820	82.6
Grant	2,330	1,800	77.3
Hennepin	139,770	128,770	92.1
Houston	3,620	2,830	78.2
Hubbard	2,520	1,960	77.8
Isanti	3,110	2,360	75.9
Itasca	6,510	5,340	82.0
Jackson	3,830	2,950	77.0
Kanaboc	2,200	1,650	75.0
Kandiyohi	5,570	4,530	81.3
Kittson	2,300	1,770	77.0
Koochiching	3,600	2,990	83.5
Lac qui Parle	3,610	2,790	77.3
Lake	1,960	1,720	87.8
Lake of the Woods	1,160	900	77.6
Le Sueur	5,020	4,010	79.9
Lincoln	2,660	2,050	77.1
Lyon	4,740	3,880	81.9
McLeod	5,340	4,290	80.3
Mahnomen	1,350	1,060	78.5
Marshall	4,020	3,070	76.4
Martin	5,680	4,610	81.2
Meeker	4,520	3,550	78.5
Mille Lacs	3,710	2,890	77.9
Morrison	5,920	4,650	78.5
Mower	7,290	6,150	84.4
Murray	3,210	2,450	76.3
Nicollet	3,730	3,090	82.8
Nobles	4,480	3,610	80.8
Norman	3,370	2,600	77.2
Olmsted	8,590	7,360	85.7
Otter Tail	11,980	9,380	78.3
Pennington	2,560	2,100	82.0
Pine	5,170	3,940	76.2
Pipestone	3,060	2,520	82.4
Polk	8,560	6,850	80.0
Pope	3,210	2,490	77.6
Ramsey	76,590	71,650	93.6
Red Lake	1,520	1,170	77.0
Redwood	5,030	3,970	78.9
Renville	5,730	4,470	78.0
Rice	7,180	6,120	85.2
Rock	2,710	2,190	80.8
Roseau	3,030	2,300	75.9
St. Louis	50,270	45,600	90.7
Scott	3,540	2,820	79.7
Sherburne	2,200	1,710	77.7
Sibley	3,960	3,070	77.5
Stearns	13,430	11,230	83.6
Steele	4,750	3,940	82.9
Stevens	2,380	1,860	78.1
Swift	3,490	2,740	78.5
Todd	6,430	4,980	77.4
Traverse	1,960	1,530	78.1
Wabasha	4,650	3,810	81.9
Wadena	2,730	2,160	79.1
Waseca	3,730	3,030	81.2
Washington	6,470	5,440	84.1
Watonwa	3,290	2,660	80.9
Wilkin	2,290	1,800	78.6
Winona	9,590	8,390	87.5
Wright	7,050	5,470	77.6
Yellow Medicine	4,000	3,100	77.5

MISSISSIPPI

	Total Families	Radio Families	% Ownership
Total State	**494,000**	**207,000**	**41.9**
Adams	6,530	3,580	54.8
Alcorn	5,760	2,660	46.2
Amite	4,480	1,540	34.4
Attala	6,040	2,380	39.4
Benton	2,280	750	32.9
Bolivar	19,970	7,250	36.3
Calhoun	4,150	1,490	35.9
Carroll	4,570	1,530	33.5
Chickasaw	4,870	1,810	37.2
Choctaw	2,750	970	35.3
Claiborne	3,190	1,180	37.0
Clarke	4,480	1,770	39.5
Clay	4,470	1,940	43.4
Coahoma	13,370	5,600	41.9
Copiah	7,530	2,810	37.3
Covington	3,290	1,160	35.3
De Soto	6,350	2,120	33.4
Forrest	7,540	4,650	61.7
Franklin	2,910	1,130	38.8
George	1,630	620	38.1
Greene	2,330	980	42.1
Grenada	4,080	1,840	45.1
Hancock	2,710	1,390	51.3
Harrison	10,930	7,040	64.4
Hinds	20,380	12,510	61.4
Holmes	9,700	3,710	38.2
Humphreys	6,790	2,520	37.1
Issaquena	1,640	550	33.5
Itawamba	4,080	1,380	33.8
Jackson	3,990	2,050	51.4
Jasper	3,980	1,390	34.9
Jefferson	3,620	1,280	35.4
Jefferson Davis	3,150	1,040	33.0
Jones	9.750	5,040	51.7
Kemper	4,840	1,700	35.1

Shreveport


ARKANSAS
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CAMDEN
BUCHNER
STEPHENS
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LYNN
EL DORADO
SCHULER
URBANA
RODESSA
JEFFERSON
BRADLEY
CARTERVILLE
SHONGALOO
HAYNESVILLE
OAKLAND
COTTON VALLEY
CADDO
DIXIE
JAMESTOWN
SHREVEPORT
BELLEVUE
HOMER
SIBLEY
LISBON
SUGAR CREEK
RUSTON
MONROE
MONTCALM
WASKOM
SLIGO
EAST
TEXAS
FIELD
ELM GROVE
BETHANY
TACOMA
E. CARTHAGE
HOLLY
CRICHTON
BULL BAYOU
NABORTON
RUSK
BENSON
PLEASANT HILL
URANIA
SHELBYVILLE
NACOGDOCHES
CONVERSE
SPRING RIDGE
ZWOLLE

POPULATION—

Phenomenal increases in population have taken place in cities throughout the Shreveport Area during the last few years. Many cities of less than 1,000 people in 1930, now boast populations of from 10,000 to 15,000. The population of Shreveport alone has increased more than one third. There are over 1,500,000 people living within 100 miles of Shreveport.

WEALTH—

The rich oil producing area, of which Shreveport is the center, produces almost 20 per cent of the nation's oil with an income of over $250,000,000 annually. The timber lands of North Louisiana and Southern Arkansas are famous for their fine lumber. Farmers in the Shreveport Area produce large crops of cotton, sugar cane and rice. The Shreveport Area is one of the South's richest markets.

COVERAGE—

KWKH, offering full time service of the Columbia Broadcasting System, and KTBS, a full time affiliate of both the red and blue networks of the National Broadcasting Company, furnish the most complete coverage of the great Shreveport Area. They are the only stations of 1,000 watts or over within 175 miles of Shreveport.

RESULTS—

A long list of local and national advertisers who use KWKH and KTBS year after year, is ample proof of the results obtained. People in the Shreveport Area have the money and are ready to buy the things they want and need for themselves and their families. The advertiser who overlooks this rich area, is overlooking one of his most potential southern markets.

In the Center of the World's Greatest Oil and Gas Area

KWKH

10,000 WATTS CBS

KTBS

1,000 WATTS NBC

REPRESENTED BY
THE BRANHAM CO.

SHREVEPORT • LA •

XUM

Radio Homes in the United States by States and Counties

(Continued from page 50)

Mississippi (Cont'd)

	Total Families	Radio Families	% Ownership
Lafayette	4,770	1,910	40.0
Lamar	2,930	1,230	42.0
Lauderdale	13,150	7,840	59.6
Lawrence	2,770	980	35.4
Leake	4,880	1,700	34.8
Lee	8,510	3,720	43.7
Leflore	14,260	6,090	42.7
Lincoln	6,040	2,610	43.2
Lowndes	7,810	3,800	48.7
Madison	8,730	3,380	38.7
Marion	4,410	1,920	43.5
Marshall	5,930	2,080	35.1
Monroe	8,750	3,680	42.1
Montgomery	3,560	1,510	42.4
Neshoba	6,000	2,260	37.7
Newton	5,150	1,880	36.5
Noxubee	6,300	2,220	34.9
Oktibbeha	4,430	1,830	41.3
Panola	7,210	2,550	35.4
Pearl River	4,390	2,100	47.8
Perry	1,830	730	39.9
Pike	7,600	3,770	49.6
Pontotoc	5,150	1,780	34.6
Prentiss	4,400	1,540	35.0
Quitman	6,510	2,200	33.8
Rankin	4,750	1,740	36.6
Scott	4,710	1,770	37.6
Sharkey	3,950	1,360	34.4
Simpson	4,760	1,760	37.0
Smith	3,960	1,400	35.4
Stone	1,290	530	41.1
Sunflower	16,900	6,040	35.7
Tallahtchie	9,130	3,150	34.5
Tate	4,360	1,490	34.2
Tippah	4,250	1,470	34.6
Tishomingo	3,710	1,370	36.9
Tunica	6,130	2,030	33.1
Union	5,020	2,000	39.8
Walthall	2,990	990	33.1
Warren	10,640	6,340	59.6
Washington	15,920	7,070	44.4
Wayne	3,280	1,220	37.2
Webster	2,800	990	35.4
Wilkinson	3,340	1,250	37.4
Winston	4,760	1,880	39.5
Yolobusha	4,230	1,870	44.2
Yazoo	9,520	2,610	27.4

MISSOURI

	Total Families	Radio Families	% Ownership
Total State	**1,072,000**	**822,800**	**76.8**
Adair	6,050	4,290	70.9
Andrew	4,230	2,420	57.2
Atchison	3,860	2,280	59.1
Audrian	6,930	4,910	70.9
Barry	6,430	3,910	60.8
Barton	4,490	2,700	60.1
Bates	6,930	4,270	61.6
Benton	3,490	1,970	56.4
Bollinger	3,200	1,690	52.8
Boone	9,780	7,340	75.1
Buchanan	29,060	25,550	87.9
Butler	6,340	4,330	68.3
Caldwell	4,080	2,480	60.8
Callaway	5,580	3,370	60.4
Camden	2,410	1,360	56.4
Cape Girardeau	9,110	6,750	74.1
Carroll	6,240	3,930	63.0
Carter	1,360	820	60.3
Cass	6,780	4,110	60.6
Cedar	3,560	1,990	55.9
Chariton	5,810	3,360	57.8
Christian	3,810	2,050	53.8
Clark	3,400	2,000	58.8
Clay	8,410	6,330	75.3
Clinton	4,370	2,970	68.0
Cole	7,410	6.060	81.8
Cooper	5,690	3,850	67.6
Crawford	3,110	1,750	56.3
Dade	3,660	2,030	55.5
Dallas	2,950	1,540	52.2
Daviess	4,590	2,650	57.7
De Kalb	3,340	1,900	56.9
Dent	3,000	1,680	56.0
Douglas	3,630	1,860	51.2
Dunklin	9,020	5,470	60.6
Franklin	8,790	5,820	66.2
Gasconade	3,600	2,210	61.4
Gentry	4,550	2,740	60.2
Greene	25,240	20,610	81.7
Grundy	5,130	3,630	70.8
Harrison	5,440	3,110	57.2
Henry	7,320	4,840	66.1
Hickory	1,980	1,060	53.5
Holt	3,930	2,350	59.8
Howard	4,250	2,750	64.7
Howell	5,600	3,400	60.7
Iron	2,500	1,570	62.8
Jackson	144,730	131,600	90.9
Jasper	23,090	18,860	81.7
Jefferson	7,730	5,630	72.8
Johnson	7,120	4,550	63.9
Knox	3,120	1,800	57.7
Laclede	4,600	2,800	60.8
Lafayette	8,620	5,890	68.3
Lawrence	7,070	4,480	63.4
Lewis	4,040	2,500	61.9
Lincoln	4,450	2,610	58.7
Linn	7,320	5,250	71.7
Livingston	5,480	3,840	70.1
McDonald	4,050	2,210	54.6

Missouri (Cont'd)

	Total Families	Radio Families	% Ownership
Macon	7,520	4,700	62.5
Madison	2,500	1,660	66.4
Maries	2,210	1,150	52.0
Marion	10,140	8,280	81.7
Mercer	2,890	1,600	55.4
Miller	4,520	2,900	64.1
Mississippi	4,120	2,570	62.4
Moniteau	3,700	2,220	60.0
Monroe	4,510	2,620	58.1
Montgomery	4,120	2,500	60.7
Morgan	3,140	1,790	57.0
New Madrid	7,590	4,400	58.0
Newton	7,800	4,950	63.5
Nodaway	8,030	5,170	64.4
Oregon	3,220	1,800	55.9
Osage	3,170	1,770	55.8
Ozark	2,440	1,230	50.4
Pemiscot	9,940	5,750	57.9
Perry	3,440	2,130	61.9
Pettis	10,630	8,140	76.6
Phelps	4,290	2,800	65.3
Pike	6,010	3,970	66.1
Platte	4,240	2,540	59.9
Polk	5,390	3,010	55.8
Pulaski	2,990	1,770	59.2
Putnam	3,510	1,970	56.1
Ralls	3,270	1,910	58.4
Randolph	8,600	6,580	76.5
Ray	6,160	3,950	64.1
Reynolds	2,220	1,230	55.4
Ripley	2,880	1,620	56.3
St. Charles	6,790	4,970	73.2
St. Clair	4,100	2,300	56.1
St. Francois	9,080	6,720	74.0
St. Louis	59,440	49,150	82.7
St. Louis City	245,410	230,130	93.8
St. Genevieve	2,650	1,720	64.9
Saline	8,860	6,300	71.1
Schuyler	2,290	1,350	59.0
Scotland	2,930	1,670	57.0
Scott	6,360	4,500	70.8
Shannon	2,740	1,570	57.3
Shelby	3,970	2,380	59.9
Stoddard	7,050	4,140	58.7
Stone	3,130	1,700	54.3
Sullivan	4,580	2,600	56.8
Taney	2,500	1,450	58.0
Texas	5,110	2,740	53.6
Vernon	7,460	4,920	66.0
Warren	2,360	1,380	58.5
Washington	3,730	2,310	61.9
Wayne	3,130	1,790	57.2
Webster	4,560	2,500	54.8
Worth	2,060	1,160	56.3
Wright	4,660	2,590	55.6

MONTANA

	Total Families	Radio Families	% Ownership
Total State	**142,000**	**114,600**	**80.7**
Beaverhead	1,750	1,340	76.6
Big Horn	2,100	1,580	75.2
Blaine	2,290	1,720	75.1
Broadwater	780	600	76.9
Carbon	3,230	2,510	77.7
Carter	1,080	800	74.1
Cascade	10,690	9,340	87.4
Couteau	2,440	1,820	74.6
Custer	2,920	2,490	85.3
Daniels	1,390	1,040	74.8
Dawson	2,340	1,930	82.5
Deer Lodge	3,870	3,420	88.4
Fallon	1,100	830	75.5
Fergus	4,470	3,550	79.4
Flathead	5,290	4,300	81.3
Gallatin	4,380	3,580	81.7
Garfield	1,270	940	74.0
Glacier	1,440	1,100	76.4
Golden Valley	580	440	75.9
Granite	970	750	77.3
Hill	3,510	2,880	82.1
Jefferson	1,120	860	76.8
Judith Basin	1,320	990	75.0
Lake	2,560	1,940	75.8
Lewis & Clark	5,140	4,440	86.4
Liberty	650	490	75.4
Lincoln	1,970	1,510	76.6
McCone	1,230	910	74.0
Madison	1,690	1,280	75.7
Meagher	700	530	75.7
Mineral	530	410	77.4
Missoula	5,820	5,030	86.4
Musselshell	1,900	1,510	79.5
Park	2,980	2,520	84.6
Petroleum	580	440	75.9
Phillips	2,280	1,700	74.6
Pondera	1,810	1,370	75.7
Powder River	1,040	770	74.0
Powell	1,620	1,330	82.1
Prairie	880	660	75.0
Ravalli	2,870	2,170	75.6
Richland	2,290	1,720	75.1
Roosevelt	2,660	2,010	75.6
Rosebud	1,890	1,420	75.1
Sanders	1,750	1,330	76.0
Sheridan	2,320	1,740	75.0
Silver Bow	15,250	13,170	86.4
Stillwater	1,600	1,200	75.0
Sweet Grass	1,030	780	75.7
Teton	1,650	1,240	75.2
Toole	1,940	1,490	76.8
Treasure	410	310	75.6

Montana (Cont'd)

	Total Families	Radio Families	% Ownership
Valley	2,880	2,160	75.0
Wheatland	1,020	780	76.5
Wibaux	690	520	75.4
Yellowstone	8,030	6,900	85.9
Yellowstone Natl. Park	10	10	100.0

NEBRASKA

	Total Families	Radio Families	% Ownership
Total State	**352,000**	**284,100**	**80.7**
Adams	6,370	5,480	86.0
Antelope	3,760	2,770	73.7
Arthur	300	210	70.0
Banner	400	280	70.0
Blaine	390	280	71.8
Boone	3,580	2,640	73.7
Box Butte	3,030	2,560	84.5
Boyd	1,740	1,280	73.6
Brown	1,480	1,110	75.0
Buffalo	6,500	5,240	80.6
Burt	3,340	2,500	74.9
Butler	3,740	2,780	74.3
Cass	4,800	3,750	78.1
Cedar	3,850	2,830	73.5
Chase	1,330	980	73.7
Cherry	2,620	1,920	73.3
Cheyenne	2,460	1,970	80.1
Clay	3,720	2,810	75.5
Colfax	3,000	2,350	78.3
Cuming	3,400	2,510	73.8
Custer	6,490	4,850	74.7
Dakota	2,290	1,850	80.8
Dawes	2,860	2,350	82.2
Dawson	4,580	3,540	77.3
Deuel	980	730	74.5
Dixon	2,810	2,090	74.4
Dodge	6,760	5,660	83.7
Douglas	60,890	55,840	91.7
Dundy	1,360	1,000	73.5
Fillmore	3,540	2,640	74.6
Franklin	2,470	1,830	74.1
Frontier	2,080	1,510	72.6
Furnas	3,280	2,470	75.3
Gage	7,800	6,370	81.7
Garden	1,270	930	73.2
Garfield	840	630	75.0
Gosper	1,080	760	70.4
Grant	380	290	76.3
Greeley	1,920	1,410	73.4
Hall	7,070	6,120	86.6
Hamilton	3,230	2,470	76.5
Harlan	2,320	1,720	74.1
Hayes	870	610	70.1
Hitchcock	1,810	1,350	74.6
Holt	3,970	2,910	73.3
Hooker	300	230	76.7
Howard	2,570	1,890	73.5
Jefferson	4,400	3,540	80.5
Johnson	2,490	1,850	74.3
Kearney	2,150	1,590	74.1
Keith	1,720	1,290	75.0
Keyapaha	770	550	71.4
Kimball	1,150	870	75.7
Knox	4,590	3,380	73.6
Lancaster	26,300	23,500	89.4
Lincoln	6,120	5,040	82.4
Logan	470	340	72.3
Loup	420	300	71.4
McPherson	350	250	71.4
Madison	6,490	5,350	82.4
Merrick	2,830	2,120	74.9
Morrill	2,260	1,680	74.3
Nance	2,170	1,600	73.7
Nemaha	3,400	2,640	77.6
Nuckolls	3,290	2,560	77.8
Otoe	5,270	4,210	79.9
Pawnee	2,520	1,860	73.8
Perkins	1,400	1,020	72.9
Phelps	2,580	2,060	79.8
Pierce	2,680	1,970	73.5
Platte	4,870	3,880	79.7
Polk	2,660	1,960	73.7
Redwillow	3,490	2,890	82.8
Richardson	5,140	4,080	79.4
Rock	820	590	72.0
Saline	4,690	3,630	77.4
Sarpy	2,500	1,900	76.0
Saunders	5,370	4,090	76.2
Scotts Bluff	6,640	5,400	81.3
Seward	4,120	3,150	76.5
Sheridan	2,690	2,010	74.7
Sherman	2,230	1,620	72.6
Sioux	1,130	790	69.9
Stanton	1,910	1,380	72.3
Thayer	3,570	2,680	75.1
Thomas	390	290	74.4
Thurston	2,330	1,720	73.8
Valley	2,450	1,820	74.3
Washington	3,140	2,420	77.1
Wayne	2,650	1,960	74.0
Webster	2,750	2,040	74.2
Wheeler	520	370	71.2
York	4,490	3,560	79.3

NEVADA

	Total Families	Radio Families	% Ownership
Total State	**30,000**	**28,500**	**95.0**
Churchill	1,640	1,600	97.6
Clark	3,140	2,880	91.7
Douglas	510	500	98.0

Nevada (Cont'd)

	Total Families	Radio Families	% Ownership
Elko	3,050	2,880	94.4
Esmeralda	530	520	98.1
Eureka	440	430	97.7
Humboldt	1,310	1,270	96.9
Lander	730	710	97.3
Lincoln	1,010	980	97.0
Lyon	1,210	1,180	97.5
Mineral	740	720	97.3
Nye	1,760	1,710	97.2
Ormsby	700	680	97.2
Pershing	830	810	97.6
Storey	290	280	96.6
Washoe	8,610	8,050	93.5
White Pine	3,500	3,300	94.3

NEW HAMPSHIRE

	Total Families	Radio Families	% Ownership
Total State	**136,000**	**124,400**	**91.5**
Belknap	6,890	6,290	91.3
Carroll	4,690	4,340	92.5
Cheshire	10,070	9,200	91.4
Coos	10,140	9,320	91.9
Grafton	12,950	11,890	91.8
Hillsborough	39,810	36,360	91.3
Merrimack	16,410	15,070	91.8
Rockingham	16,640	15,250	91.6
Strafford	11,320	10,170	89.8
Sullivan	7,080	6,510	91.9

NEW JERSEY

	Total Families	Radio Families	% Ownership
Total State	**1,098,000**	**1,022,500**	**93.1**
Atlantic	35,740	33,120	92.7
Bergen	101,220	96,620	95.5
Burlington	25,460	23,350	91.7
Camden	68,400	63,410	92.7
Cape May	9,210	8,500	92.3
Cumberland	20,140	18,340	91.1
Essex	226,400	212,560	93.9
Gloucester	19,800	18,140	91.6
Hudson	183,910	170,920	92.9
Hunterdon	10,330	9,410	91.1
Mercer	47,580	43,710	91.9
Middlesex	53,110	49,230	92.7
Monmouth	43,410	40,070	92.3
Morris	29,100	27,020	92.9
Ocean	10,300	9,450	91.7
Passaic	83,620	77,660	92.9
Salem	10,400	9,320	89.6
Somerset	16,880	15,580	92.3
Sussex	8,000	7,270	90.9
Union	80,800	75,800	93.8
Warren	14,190	13,020	91.7

NEW MEXICO

	Total Families	Radio Families	% Ownership
Total State	**102,000**	**62,300**	**61.1**
Bernalillo	11,610	8,780	75.6
Catron	870	440	50.6
Chaves	4,870	3,560	73.1
Colfax	4,570	2,980	65.2
Curry	3,890	2,700	69.4
De Baca	740	380	51.4
Donna Ana	6,500	3,730	57.4
Eddy	3,750	2,280	60.8
Grant	4,630	2,880	62.2
Guadalupe	1,630	870	53.4
Harding	1,060	520	49.1
Hidalgo	1,230	670	54.5
Lea	1,620	850	52.5
Lincoln	1,680	880	52.4
Luna	1,520	1,160	76.3
McKinley	4,870	3,030	62.2
Mora	2,340	1,120	47.9
Otera	2,380	1,500	63.0
Quay	2,690	1,680	62.5
Rio Arriba	5,010	2,520	50.3
Roosevelt	2,610	1,450	55.6
Sandoval	2,590	1,310	50.6
San Juan	3,300	1,660	50.3
San Miguel	5,530	3,520	63.7
Santa Fe	4,660	3,390	72.7
Sierra	1,330	710	53.4
Socorro	2,350	1,260	53.6
Taos	3,340	1,740	52.1
Torrance	2,300	1,200	52.2
Union	2,690	1,510	56.1
Valencia	3,840	2,020	52.6

NEW YORK

	Total Families	Radio Families	% Ownership
Total State	**3,372,000**	**3,132,300**	**92.9**
Albany	59,560	55,630	93.4
Allegany	11,410	10,190	89.3
Bronx	343,590	326,360	95.0
Broome	38,860	35,550	91.5
Cattaraugus	20,200	18,270	90.4
Cayuga	18,400	16,620	90.3
Chautauqua	36,290	32,920	90.7
Chemung	21,000	19,210	91.5
Chenango	10,520	9,350	88.9
Clinton	11,020	9,780	88.7
Columbia	11,820	10,650	90.1
Cortland	9,380	8,460	90.2
Delaware	11,940	10,660	89.3
Dutchess	26,950	24,790	92.0
Erie	197,320	182,850	92.7
Essex	8,660	7,790	90.0
Franklin	11,400	10,170	89.2
Fulton	14,130	12,900	91.3
Genesee	11,910	10,740	90.2

KXOK

ST. LOUIS, MO.

1000 Watts Full Time
1250 Kilocycles
Owned and operated
by the
ST. LOUIS STAR-TIMES

REACHES

KFRU

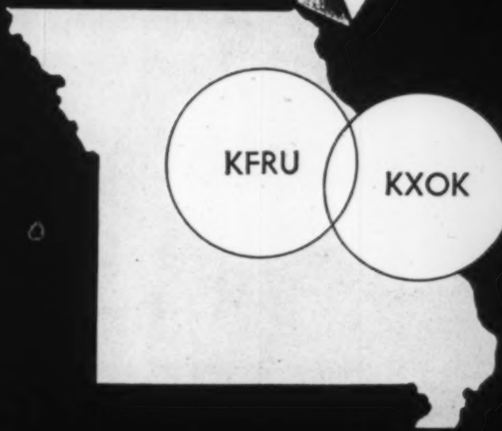
COLUMBIA, MO.

1000 Watts—630 Kilocycles
500 Watts Night Time
Owned and operated by
KFRU, INC.

The rich . . .

GREATER ST. LOUIS MARKET
and
CENTRAL MISSOURI MARKET

AT LOW COST



Through their combined facilities . . . programs originating in either station may be carried on BOTH stations.

Both Stations Nationally Represented by

WEED AND COMPANY

350 Madison Ave.
New York, N. Y.

Michigan Building
Detroit, Michigan

203 N. Wabash Ave.
Chicago, Illinois

111 Sutter Street
San Francisco

Radio Homes in the United States by States and Counties

(Continued from page 52)

New York (Cont'd)

	Total Families	Radio Families	% Ownership
Greene	8,050	7,230	89.8
Hamilton	1,060	970	91.5
Herkimer	17,620	16,020	90.9
Jefferson	23,920	21,680	90.6
Kings	659,720	620,000	94.0
Lewis	6,360	5,610	88.2
Livingston	9,880	8,890	90.0
Madison	12,000	10,720	89.3
Monroe	114,240	106,720	93.4
Montgomery	16,360	14,810	90.5
Nassau	80,410	75,450	93.8
New York	501,530	461,300	92.0
Niagara	38,450	35,030	91.1
Oneida	51,830	47,740	92.1
Onondaga	78,820	72,790	92.3
Ontario	15,330	13,810	90.1
Orange	35,140	32,120	91.4
Orleans	8,460	7,550	89.2
Oswego	19,660	17,610	89.6
Otsego	14,420	12,930	89.7
Putnam	3,670	3,350	91.3
Queens	299,520	284.480	95.0
Rennselaer	34,110	30,950	90.7
Richmond	38,270	35,970	94.0
Rockland	14,620	13,550	92.7
St. Lawrence	23,970	21,220	88.5
Saratoga	17,710	16,110	91.0
Schenectady	34,100	31,630	92.8
Schoharie	6,190	5,460	88.2
Schuyler	3,980	3,500	87.9
Seneca	6,660	5,880	88.3
Steuben	24,150	21,800	90.3
Suffolk	40,840	37,740	92.4
Sullivan	10,340	9,290	89.8
Tioga	7,840	6,930	88.4
Tompkins	12,320	11,140	90.4
Ulster	23,310	21,150	90.7
Warren	10,060	9,150	91.0
Washington	12,870	11,510	89.4
Wayne	15,080	13,440	89.1
Westchester	131,160	124,110	94.6
Wyoming	8,360	7,430	88.9
Yates	5,250	4,640	88.4

NORTH CAROLINA

	Total Families	Radio Families	% Ownership
Total State	**736,000**	**408,600**	**55.5**
Alamance	9,880	5,650	57.2
Alexander	2,870	1,320	46.0
Alleghany	1,830	790	43.2
Anson	6,520	3,160	48.5
Ashe	4,840	2,100	43.4
Avery	2,560	1,180	46.1
Beaufort	8,490	4,430	52.3
Bertie	5,650	2,580	45.7
Bladen	5,050	2,330	46.1
Brunswick	3,810	1,830	48.0
Buncombe	24,640	16,660	67.6
Burke	6,070	3,230	53.2
Cabarrus	9,850	5,500	55.8
Caldwell	6,160	3,330	54.1
Camden	1,340	610	45.5
Carteret	4,200	2,430	57.9
Caswell	3,820	1,660	43.5
Catawba	10,100	5,680	56.2
Chatham	5,570	2,570	46.1
Cherokee	3,580	1,670	46.7
Chowan	2,680	1,470	54.9
Clay	1,240	550	44.4
Cleveland	11,660	6,340	54.7
Columbus	8,620	3,980	46.2
Craven	7,560	4,440	58.7
Cumberland	10,110	5,630	55.7
Currituck	1,730	800	46.2
Dare	1,330	710	53.4
Davidson	11,040	6,390	57.9
Davie	3,410	1,590	46.6
Duplin	8,160	3,720	45.6
Durham	16,610	12,550	75.6
Edgecombe	10,920	6,170	56.5
Forsyth	28,000	20,020	71.5
Franklin	6,660	3,030	45.5
Gaston	17,900	10,400	58.1
Gates	2,360	1,060	44.9
Graham	1,250	580	46.4
Granville	6,370	3,150	49.5
Greene	3,940	1,720	43.7
Guilford	31,170	22,740	73.0
Halifax	11,660	5,710	49.0
Harnett	8,350	4,110	49.2
Haywood	6,660	3,540	53.2
Henderson	5,810	3,140	54.1
Hertford	3,830	1,770	46.2
Hoke	3,020	1,340	44.4
Hyde	1,980	920	46.5
Iredell	10,960	6,260	57.1
Jackson	3,930	1,820	46.3
Johnston	12,950	6,030	46.6
Jones	2,190	990	45.2
Lee	3,930	2,130	54.2
Lenoir	8,300	4,640	55.9
Lincoln	5,110	2,580	50.5
McDowell	4,550	2,280	50.1
Macon	3,160	1,460	46.2
Madison	4,670	2,060	44.1
Martin	5,120	2,500	48.8
Mecklenburg	32,310	23,520	72.8
Mitchell	3,160	1,440	45.6
Montgomery	3,740	1,780	47.6
Moore	6,580	3,360	51.1
Nash	12,040	6,370	52.9
New Hanover	11,510	8,330	72.4

North Carolina (Cont'd)

	Total Families	Radio Families	% Ownership
Northampton	5,980	2,690	45.0
Onslow	3,480	1,570	45.1
Orange	4,970	2,590	52.1
Pamlico	2,300	1,120	48.7
Pasquotank	4,800	3,030	63.1
Pender	3,630	1,670	46.0
Perquimans	2,570	1,180	45.9
Person	4,650	2,280	49.0
Pitt	12,430	6,430	51.7
Polk	2,510	1,190	47.4
Randolph	8,740	4,380	50.1
Richmond	7,810	4,250	54.4
Robeson	14,960	7,120	47.6
Rockingham	11,670	6,060	51.9
Rowan	13,820	8,250	59.7
Rutherford	9,170	4,670	50.9
Sampson	9,110	4,190	46.0
Scotland	4,620	2,350	50.9
Stanley	6,990	3,570	51.1
Stokes	5,050	2,200	43.6
Surry	9,110	4,640	50.9
Swain	2,590	1,230	47.5
Transylvania	2,400	1,190	49.6
Tyrell	1,200	570	47.5
Union	9,380	4,650	49.6
Vance	6,080	3,250	53.5
Wake	22,160	13,650	61.6
Warren	4,910	2,240	45.6
Washington	2,620	1,270	48.5
Watauga	3,480	1,560	44.8
Wayne	12,020	6,850	57.1
Wilkes	7,900	3,720	47.1
Wilson	10,340	5,800	56.1
Yadkin	4,220	1,890	44.8
Yancey	3,260	1,470	45.1

NORTH DAKOTA

	Total Families	Radio Families	% Ownership
Total State	**156,000**	**119,600**	**76.7**
Adams	1,480	1,080	73.0
Barnes	4,490	3,570	79.5
Benson	3,140	2,290	72.9
Billings	660	480	72.7
Bottineau	3,580	2,610	72.9
Bowman	1,280	930	72.7
Burke	2,350	1,710	72.8
Burleigh	4,490	3,830	85.3
Cass	11,680	10,030	85.9
Cavalier	3,260	2,380	73.0
Dickey	2,520	1,840	73.0
Divide	2,290	1,670	72.9
Dunn	1,970	1,440	73.1
Eddy	1,420	1,030	72.5
Emmens	2,510	1,830	72.9
Foster	1,490	1,090	73.2
Golden Valley	1,050	760	72.4
Grand Forks	7,760	6,570	84.7
Grant	2,180	1,590	72.9
Griggs	1,590	1,160	73.1
Hettinger	1,880	1,370	72.9
Kidder	1,720	1,250	72.7
La Moure	2,640	1,930	73.1
Logan	1,630	1,190	73.0
McHenry	3,560	2,600	73.0
McIntosh	1,990	1,450	72.9
McKenzie	2,370	1,730	73.0
McLean	4,050	2,950	72.8
Mercer	1,990	1,450	72.9
Morton	4,350	3,420	78.6
Mountrail	3,270	2,390	73.1
Nelson	2,320	1,690	72.8
Oliver	890	650	73.0
Pembina	3,480	2,540	73.0
Pierce	1,970	1,440	73.1
Ramsey	3,720	2,980	80.1
Ransom	2,610	1,900	72.8
Renville	1,770	1,290	72.9
Richland	4,900	3,740	76.3
Rolette	2,350	1,710	72.8
Sargent	2,240	1,630	72.8
Sheridan	1,560	1,140	73.1
Sioux	1,030	750	72.8
Slope	1,020	740	72.5
Stark	3,260	2,620	80.4
Steele	1,570	1,140	72.6
Stutsman	5,700	4,600	80.7
Towner	1,900	1,390	73.2
Traill	2,920	2,130	72.9
Walsh	4,500	3,400	75.6
Ward	7,950	6,620	83.3
Wells	3,000	2,190	73.0
Williams	4,700	3,690	78.5

OHIO

	Total Families	Radio Families	% Ownership
Total State	**1,777,000**	**1,641,500**	**92.4**
Adams	5,570	4,990	89.6
Allen	18,940	17,460	92.2
Ashland	8,020	7,320	91.3
Ashtabula	18,800	17,230	91.6
Athens	11,280	10,230	90.7
Auglaize	7,880	7,060	89.6
Belmont	23,790	21,880	92.0
Brown	5,960	5,330	89.4
Butler	29,710	27,530	92.7
Carroll	4,400	3,990	90.7
Champaign	7,180	6,460	90.0
Clark	24,760	22,890	92.4
Clermont	8,710	7,960	91.4
Clinton	6,500	5,870	90.3

Ohio (Cont'd)

	Total Families	Radio Families	% Ownership
Columbiana	23,350	21,580	92.4
Coshocton	8,180	7,380	90.2
Crawford	10,120	9,250	91.4
Cuyahoga	313,960	295,030	94.0
Darke	10,850	9,690	89.3
Defiance	6,390	5,720	89.5
Delaware	7,470	6,700	89.7
Erie	11,740	10,850	92.3
Fairfield	11,870	10,830	91.2
Fayette	5,970	5,320	89.1
Franklin	97,750	90,880	93.0
Fulton	6,610	5,950	90.0
Gallia	5,660	4,980	88.1
Geauga	4,200	3,790	90.2
Greene	9,110	8,300	91.1
Guernsey	11,220	10,150	90.5
Hamilton	165,280	153,830	93.1
Hancock	11,820	10,760	91.0
Hardin	8,000	7,190	89.9
Harrison	5,170	4,710	91.1
Henry	6,160	5,530	89.8
Highland	7,740	6,900	89.1
Hocking	5,290	4,780	90.4
Holmes	4,380	3,940	90.0
Huron	9,760	8,920	91.4
Jackson	6,600	5,870	88.9
Jefferson	21,150	19,760	93.4
Knox	8,660	7,880	91.0
Lake	11,020	10,320	93.6
Lawrence	10,700	9,710	90.7
Licking	17,460	16,010	91.7
Logan	8,570	7,750	90.4
Lorain	28,060	25,670	91.5
Lucas	92,310	85,940	93.1
Madison	5,280	4,760	90.2
Mahoning	56,580	52,780	93.3
Marion	12,640	11,640	92.1
Medina	8,270	7,540	91.2
Meigs	6,620	5,910	89.3
Mercer	6,340	5,670	89.4
Miami	14,650	13,460	91.9
Monroe	4,820	4,320	89.6
Montgomery	73,750	68,570	93.0
Morgan	3,890	3,490	89.7
Morrow	4,450	3,980	89.4
Muskingum	18,870	17,420	92.3
Noble	4,090	3,660	89.5
Ottawa	6,720	6,160	91.7
Paulding	4,170	3,770	90.4
Perry	8,140	7,440	91.4
Pickaway	6,680	5,960	89.2
Pike	3,390	3,040	89.7
Portage	11,570	10,600	91.6
Preble	6,660	5,990	89.9
Putnam	6,380	5,780	90.6
Richland	17,670	16,270	92.1
Ross	11,530	10,460	90.7
Sandusky	11,250	10,290	91.5
Scioto	19,940	18,440	92.5
Seneca	12,810	11,700	91.3
Shelby	6,740	6,070	90.1
Stark	57,540	53,510	93.0
Summit	88,310	82,210	93.1
Trumbull	30,120	27,960	92.8
Tuscarawas	18,540	17,040	91.9
Union	5,570	4,990	89.6
Van Wert	7,440	6,670	89.7
Vinton	2,620	2,370	90.5
Warren	7,490	6,770	90.4
Washington	11,900	10,810	90.8
Wayne	12,930	11,850	91.6
Williams	7,270	6,530	89.8
Wood	13,820	12,660	91.6
Wyandot	5,470	4,890	89.4

OKLAHOMA

	Total Families	Radio Families	% Ownership
Total State	**619,000**	**454,300**	**73.4**
Adair	3,350	2,170	64.8
Alfalfa	4,120	2,710	65.8
Atoka	3,470	2,240	64.6
Beaver	2,960	1,890	63.9
Beckham	7,380	5,230	70.9
Blaine	5,210	3,430	65.8
Bryan	7,860	5,290	67.3
Caddo	12,500	8,360	66.9
Canadian	7,360	5,340	72.6
Carter	10,810	7,980	73.8
Cherokee	4,130	2,630	63.7
Choctaw	5,970	3,970	66.5
Cimarron	1,450	950	65.5
Cleveland	6,050	4,580	75.7
Coal	2,830	1,860	65.7
Comanche	8,610	6,300	73.2
Cotton	3,840	2,490	64.8
Craig	4,250	2,860	67.3
Creek	16,650	12,130	72.9
Custer	7,070	4,960	70.2
Delaware	3,670	2,300	62.7
Dewey	3,490	2,240	64.2
Ellis	2,870	1,870	65.6
Garfield	12,920	10,330	80.0
Garvin	7,470	4,990	66.8
Grady	11,710	8,270	70.6
Grant	4,100	2,660	64.9
Greer	4,930	3,410	69.2
Harmon	3,340	2,240	67.1
Harper	2,080	1,350	64.9
Haskell	3,740	2,400	64.2
Hughes	7,300	5,090	69.7
Jackson	7,330	5,180	70.7
Jefferson	4,270	2,820	66.0

Oklahoma (Cont'd)

	Total Families	Radio Families	% Ownership
Johnston	3,210	2,100	65.4
Kay	13,930	11,040	79.3
Kingfisher	4,450	2,990	67.2
Kiowa	7,600	5,160	67.9
Latimer	2,680	1,790	66.8
Leflore	10,260	6,860	66.9
Lincoln	8,640	5,710	66.1
Logan	7,730	5,560	71.9
Love	2,350	1,510	64.3
McClain	5,000	3,260	65.2
McCurtain	8,290	5,450	65.7
McIntosh	5,700	3,650	64.0
Major	3,260	2,090	64.1
Marshall	2,670	1,740	65.2
Mayes	4,290	2,770	64.6
Murray	3,150	2,240	71.1
Muskogee	17,160	12,960	75.5
Noble	4,210	2,950	70.1
Nowata	3,530	2,380	67.4
Okfuskee	6,990	4,680	67.0
Oklahoma	61,130	54,080	88.5
Okmulgee	14,500	10,690	73.7
Osage	12,380	8,940	72.2
Ottawa	10,250	7,500	73.2
Pawnee	5,170	3,610	69.8
Payne	10,210	7,630	74.7
Pittsburg	12,030	8,460	70.3
Pontotoc	8,030	5,770	71.9
Pottawatomie	17,650	13,240	75.0
Pushmataha	3,640	2,400	65.9
Roger Mills	3,480	2,200	63.2
Rogers	4,750	3,220	67.8
Seminole	20,720	15,090	72.8
Sequoyah	4,520	2,890	63.9
Stephens	8,390	6,030	71.9
Texas	3,690	2,450	66.4
Tillman	6,380	4,340	68.0
Tulsa	52,440	45,550	86.9
Wagoner	5,370	3,510	65.4
Washington	7,930	6,170	77.8
Washita	7,360	4,820	65.5
Woods	4,720	3,400	72.0
Woodward	4,070	2,900	71.3

OREGON

	Total Families	Radio Families	% Ownership
Total State	**299,000**	**285.400**	**95.5**
Baker	5,200	4.930	94.8
Benton	5,040	4,820	95.6
Clackamas	14,970	14,530	97.1
Clatsop	6,390	6,000	93.9
Columbia	6,060	5,840	96.4
Coos	9,000	8,600	95.6
Crook	980	950	96.9
Curry	1,100	1,070	97.3
Deschutes	4,610	4,340	94.1
Douglas	7,230	6,960	96.3
Gilliam	980	950	97.0
Grant	1,880	1,830	97.4
Harney	1,870	1,780	95.2
Hood River	2,770	2,650	95.7
Jackson	10,680	10,230	95.8
Jefferson	650	630	96.9
Josephine	3,870	3,680	95.1
Klamath	9,580	9,180	95.8
Lake	1,450	1,410	97.2
Lane	17,020	16,330	95.9
Lincoln	3,140	3,060	97.5
Linn	7,900	7,610	96.3
Malheur	3,210	3,130	97.5
Marion	17,540	16,830	96.0
Morrow	1,440	1,400	97.2
Multnomah	109,000	102,890	94.4
Polk	5,140	4,960	96.5
Sherman	840	810	96.4
Tillamook	3,640	3,500	96.2
Umatilla	7,100	6,840	96.3
Union	5,290	5,050	95.5
Wallowa	2,240	2,180	97.3
Wasco	3,930	3,760	95.7
Washington	9,500	9,210	96.9
Wheeler	730	710	97.3
Yamhill	7,030	6,750	96.0

PENNSYLVANIA

	Total Families	Radio Families	% Ownership
Total State	**2.452,000**	**2,206,400**	**90.0**
Adams	10,070	8,500	84.4
Alleghany	342,400	315,590	92.2
Armstrong	19,870	17,030	85.7
Beaver	36,200	32,850	90.8
Bedford	9,610	8,050	83.8
Berks	62,480	56,240	90.0
Blair	36,370	32,900	90.5
Bradford	14,470	12,210	84.4
Bucks	25,890	22,520	87.0
Butler	20,810	17,970	86.4
Cambria	46,080	40,550	88.0
Cameron	1,440	1,220	84.7
Carbon	15,140	13,420	88.6
Centre	11,890	10,210	85.9
Chester	32,550	28,420	87.3
Clarion	9,180	7,810	85.1
Clearfield	21,050	18,010	85.6
Clinton	8,590	7,480	87.1
Columbia	13,080	11,180	85.5
Crawford	18,610	16,040	86.2
Cumberland	19,630	17,260	87.9
Dauphin	45,280	40,890	90.3
Delaware	73,620	67,990	92.4
Elk	7,940	6,900	86.9

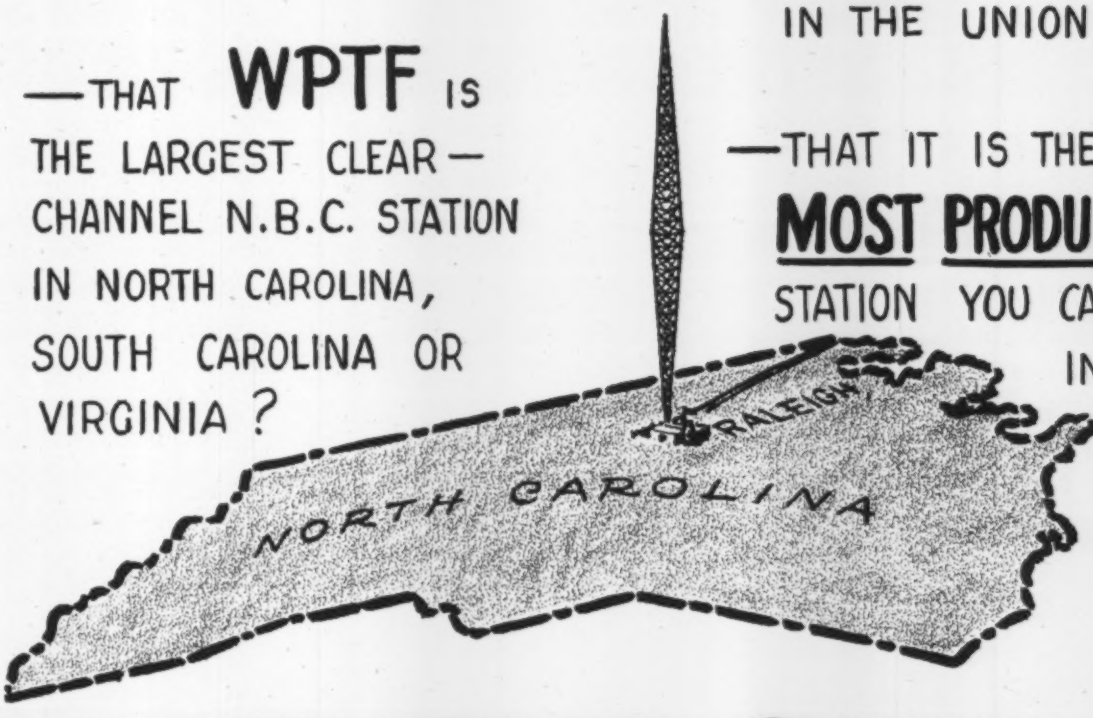
DO YOU KNOW?-

—THAT THE FIRST BOSTONIAN, A HERMIT, LEFT THE PURITANS BECAUSE HE PREFERRED TO LIVE WITH THE **INDIANS**?

—THAT **WPTF'S** NORTH CAROLINA PRODUCES MORE WOODEN BEDROOM AND DINING ROOM FURNITURE THAN **ANY** OTHER STATE IN THE UNION?

—THAT **WPTF** IS THE LARGEST CLEAR—CHANNEL N.B.C. STATION IN NORTH CAROLINA, SOUTH CAROLINA OR VIRGINIA?

—THAT IT IS THE **MOST PRODUCTIVE** STATION YOU CAN USE IN THIS AREA?



WPTF

RALEIGH, N.C.

5,000 WATTS—CLEAR CHANNEL

FREE & PETERS, INC., NAT'L REPRESENTATIVES

Radio Homes in the United States by States and Counties

(Continued from page 54)

Pennsylvania (Cont'd)

	Total Families	Radio Families	% Ownership
Erie	47,820	43,330	90.6
Fayette	46,350	40,030	86.4
Forest	1,440	1,230	85.4
Franklin	17,280	14,790	85.6
Fulton	2,400	1,960	81.7
Greene	10,680	9,030	84.6
Huntingdon	9,850	8,350	84.8
Indiana	18,070	15,350	84.9
Jefferson	13,200	11,230	85.1
Juniata	3,950	3,320	84.1
Lackawanna	73,140	66,850	91.4
Lancaster	53,360	46,910	87.9
Lawrence	24,710	22,250	90.0
Lebanon	18,310	15,850	86.6
Lehigh	45,770	41,710	91.1
Luzerne	101,360	92,070	90.8
Lycoming	26,280	23,490	89.4
McKean	15,100	13,370	88.5
Mercer	25,950	23,010	88.7
Mifflin	10,270	8,990	87.5
Monroe	7,910	6,950	87.9
Montgomery	66,930	60,680	90.7
Montour	3,470	2,940	84.7
Northampton	44,030	39,710	90.2
Northumberland	32,360	28,780	88.9
Perry	6,150	5,190	84.4
Philadelphia	503,300	467,940	93.0
Pike	2,330	1,990	85.4
Potter	5,070	4,240	83.6
Schuylkill	55,550	49,570	89.2
Snyder	5,270	4,450	84.4
Somerset	18,840	16,030	85.1
Sullivan	1,930	1,620	83.9
Susquehanna	9,330	7,850	84.1
Tioga	9,470	7,930	83.7
Union	4,900	4,170	85.1
Venango	16,810	14,960	89.0
Warren	11,390	9,930	87.2
Washington	49,610	43,140	87.0
Wayne	7,870	6,630	84.2
Westmoreland	70,820	62,460	88.2
Wyoming	4,450	3,750	84.3
York	46,670	41,130	88.1

RHODE ISLAND

	Total Families	Radio Families	% Ownership
Total State	**169,000**	**155,500**	**92.0**
Bristol	5,830	5,360	91.9
Kent	12,840	11,820	92.1
Newport	10,490	9,670	92.2
Providence	132,010	121,450	92.0
Washington	7,830	7,200	92.0

SOUTH CAROLINA

	Total Families	Radio Families	% Ownership
Total State	**407,000**	**207,300**	**50.9**
Abbeville	5,580	2,610	46.8
Aiken	11,660	5,790	49.7
Allendale	3,270	1,460	44.6
Anderson	18,780	9,400	50.1
Bamberg	4,400	1,980	45.0
Barnwell	5,380	2,350	43.7
Beaufort	5,710	2,780	48.7
Berkeley	5,190	2,300	44.3
Calhoun	3,990	1,680	42.1
Charleston	28,650	18,510	64.6
Cherokee	7,170	3,580	49.9
Chester	7,430	3,640	49.0
Chesterfield	7,510	3,480	46.3
Clarendon	6,450	2,840	44.0
Colleton	6,160	2,750	44.6
Darlington	9,500	4,690	49.4
Dillon	5,740	2,580	44.9
Dorchester	4,390	2,140	48.7
Edgefield	4,510	1,930	42.8
Fairfield	5,040	2,250	44.6
Florence	13,690	7,050	51.5
Georgetown	5,430	2,840	52.3
Greenville	28,430	15,870	55.8
Greenwood	8,650	4,540	52.5
Hampton	4,150	1,910	46.0
Horry	8,400	3,590	42.7
Jasper	2,320	1,090	47.0
Kershaw	7,090	3,370	47.5
Lancaster	6,050	2,860	47.3
Laurens	9,610	4,680	48.7
Lee	5,250	2,430	46.3
Lexington	8,460	4,140	48.9
McCormick	2,670	1,110	41.6
Marion	6,240	3,160	50.6
Marlboro	7,240	3,340	46.1
Newberry	8,250	4,120	49.9
Oconee	7,450	3,330	44.7
Orangeburg	14,740	7,120	48.3
Pickens	7,500	3,610	48.1
Richland	20,450	13,520	66.1
Saluda	4,220	1,710	40.5
Spartanburg	27,180	14,700	54.1
Sumter	10,500	5,510	52.5
Union	7,030	3,570	50.8
Williamsburg	7,340	3,060	41.7
York	12,150	6,330	52.1

SOUTH DAKOTA

	Total Families	Radio Families	% Ownership
Total State	**167,000**	**132,900**	**79.6**
Armstrong	20	10	50.0
Aurora	1,730	1,310	75.7
Beadle	5,590	4,720	84.4

South Dakota (Cont'd)

	Total Families	Radio Families	% Ownership
Bennett	1,090	800	73.4
Bon Homme	2,850	2,200	77.2
Brookings	4,030	3,260	80.9
Brown	7,730	6,610	85.5
Brule	1,820	1,400	76.9
Buffalo	460	340	73.9
Butte	2,160	1,670	77.3
Campbell	1,210	910	75.2
Charles Mix	3,740	2,840	75.9
Clark	2,650	2,010	75.8
Clay	2,480	2,000	80.6
Codington	4,210	3,610	85.7
Corson	2,180	1,650	75.7
Custer	1,400	1,090	77.9
Davison	4,150	3,620	87.2
Day	3,380	2,600	76.9
Deuel	1,970	1,500	76.1
Dewey	1,540	1,180	76.6
Douglas	1,690	1,290	76.3
Edmunds	1,910	1,460	76.4
Fall River	2,150	1,760	81.8
Faulk	1,680	1,290	76.8
Grant	2,530	1,950	77.1
Gregory	2,710	2,070	76.4
Haakon	1,240	940	75.8
Hamlin	1,930	1,480	76.7
Hand	2,200	1,660	75.5
Hanson	1,450	1,100	75.9
Harding	950	700	73.7
Hughes	1,820	1,560	85.7
Hutchinson	3,190	2,450	76.8
Hyde	890	680	76.4
Jackson	670	510	76.1
Jerauld	1,440	1,110	77.1
Jones	810	610	75.3
Kingsbury	3,060	2,360	77.1
Lake	3,000	2,460	82.0
Lawrence	3,820	3,290	86.1
Lincoln	3,430	2,640	77.0
Lyman	1,610	1,220	75.8
McCook	2,460	1,890	76.8
McPherson	1,880	1,430	76.1
Marshall	2,180	1,670	76.6
Meade	2,880	2,190	76.0
Mellette	1,190	890	74.8
Miner	2,010	1,530	76.1
Minnehaha	12,640	11,050	87.4
Moody	2,310	1,770	76.6
Pennington	5,260	4,500	85.6
Perkins	2,080	1,570	75.5
Potter	1,390	1,080	77.7
Roberts	3,630	2,760	76.0
Sanborn	1,820	1,390	76.4
Shannon	980	730	74.5
Spink	3,650	2,900	79.5
Stanley	650	490	75.4
Sully	900	680	75.6
Todd	1,300	980	75.4
Tripp	3,010	2,280	75.7
Turner	3,730	2,870	76.9
Union	2,850	2,190	76.8
Walworth	2,050	1,710	83.4
Washabaugh	600	440	73.3
Washington	410	300	73.2
Yankton	3,580	2,950	82.4
Ziebach	990	740	74.7

TENNESSEE

	Total Families	Radio Families	% Ownership
Total State	**689,000**	**459,900**	**66.7**
Anderson	4,660	3,050	65.5
Bedford	5,910	3,570	60.4
Benton	2,970	1,690	56.9
Bledsoe	1,590	900	56.6
Blount	8,490	5,470	64.4
Bradley	5,860	3,790	64.7
Campbell	6,320	4,280	67.7
Cannon	2,380	1,290	54.2
Carroll	7,170	4,180	58.3
Carter	6,650	4,330	65.1
Cheatham	2,310	1,310	56.7
Chester	2,730	1,530	56.0
Claiborne	5,730	3,330	58.1
Clay	2,300	1,290	56.8
Cocke	5,260	3,060	58.2
Coffee	4,420	2,670	60.4
Crockett	4,670	2,600	55.7
Cumberland	2,650	1,660	62.6
Davidson	61,090	48,810	79.9
Decatur	2,600	1,450	55.8
De Kalb	3,680	2,050	55.7
Dickson	4,820	2,890	60.0
Dyer	8,370	5,170	61.8
Fayette	7,250	3,830	52.8
Fentress	2,430	1,520	62.6
Franklin	5,510	3,350	60.8
Gibson	12,630	7,550	59.8
Giles	7,450	4,240	56.9
Grainger	3,280	1,780	54.3
Greene	8,680	4,980	57.4
Grundy	2,380	1,630	68.5
Hamblen	4,280	2,760	64.5
Hamilton	43,510	35,170	80.8
Hancock	2,220	1,170	52.7
Hardeman	5,410	3,070	56.7
Hardin	4,070	2,300	56.5
Hawkins	6,010	3,380	56.2
Haywood	6,700	3,700	55.2
Henderson	4,600	2,510	54.6
Henry	7,090	4,350	61.4
Hickman	3,390	2,030	59.9
Houston	1,410	830	58.9

Tennessee (Cont'd)

	Total Families	Radio Families	% Ownership
Humphreys	3,080	1,840	59.7
Jackson	3,360	1,770	52.7
Jefferson	4,400	2,520	57.3
Johnson	2,810	1,590	56.6
Knox	39,960	31,370	78.5
Lake	3,100	1,790	57.7
Lauderdale	6,300	3,610	57.3
Lawrence	6,430	3,670	57.1
Lewis	1,320	840	63.6
Lincoln	6,690	3,850	57.5
Louden	4,300	2,720	63.3
McMinn	7,270	4,700	64.6
McNairy	5,030	2,820	56.1
Macon	3,720	2,020	54.3
Madison	14,430	9,820	68.1
Marion	4,230	2,880	68.1
Marshall	4,500	2,680	59.6
Maury	9,630	6,060	62.9
Meigs	1,460	770	52.7
Monroe	5,110	2,910	56.9
Montgomery	8,370	5,090	60.8
Moore	1,090	590	54.1
Morgan	2,960	1,910	64.5
Obion	8,070	5,010	62.1
Overton	4,140	2,300	55.6
Perry	1,820	1,020	56.0
Pickett	1,300	710	54.6
Polk	3,430	2,240	65.3
Putnam	5,760	3,450	59.9
Rhea	3,340	2,130	63.8
Roane	5,840	3,860	66.1
Robertson	7,640	4,540	59.4
Rutherford	8,620	5,200	60.3
Scott	3,210	2,100	65.4
Sequatchie	980	570	58.2
Sevier	4,710	2,650	56.3
Shelby	92,210	72,140	78.2
Smith	4,230	2,400	56.7
Stewart	3,240	1,830	56.7
Sullivan	12,600	8,790	69.8
Sumner	7,860	4,570	58.1
Tipton	7,050	3,930	55.7
Trousdale	1,560	880	56.4
Unicoi	2,930	1,980	67.8
Union	2,650	1,380	52.1
Van Buren	850	490	57.6
Warren	5,400	3,190	59.1
Washington	11,100	7,860	70.8
Wayne	2,970	1,720	57.9
Weakley	8,370	4,850	57.9
White	3,850	2,280	59.2
Williamson	5,940	3,460	58.2
Wilson	6,850	4,030	58.8

TEXAS

	Total Families	Radio Families	% Ownership
Total State	**1,516,000**	**1,033,500**	**68.2**
Anderson	8,790	5,520	62.8
Andrews	220	130	59.1
Angelina	7,080	4,380	61.9
Aransas	580	360	62.1
Archer	2,490	1,550	62.2
Armstrong	860	490	57.0
Atascosa	3,650	2,040	55.9
Austin	5,130	2,860	55.8
Bailey	1,240	670	54.0
Bandera	1,060	580	54.7
Bastrop	6,060	3,560	58.7
Baylor	1,830	1,180	64.5
Bee	3,840	2,420	63.0
Bell	13,060	8,560	65.5
Bexar	75,660	61,820	81.7
Blanco	990	530	53.5
Borden	350	180	51.4
Bosque	4,100	2,330	56.8
Bowie	12,720	8,130	63.9
Brazoria	5,730	3,520	61.4
Brazos	5,920	3,780	63.9
Brewster	1,700	1,190	70.0
Briscoe	1,340	760	56.7
Brooks	1,340	780	58.2
Brown	7,240	5,000	69.1
Burleson	5,210	2,870	55.1
Burnet	2,780	1,560	56.1
Caldwell	7,610	4,890	64.3
Calhoun	1,300	750	57.7
Callahan	3,360	1,950	58.0
Cameron	19,060	13,120	68.8
Camp	2,580	1,500	58.1
Carson	2,070	1,290	62.3
Cass	7,290	3,890	53.4
Castro	1,170	640	54.7
Chambers	1,430	850	59.4
Cherokee	10,340	6,100	59.0
Childress	4,100	2,780	67.8
Clay	3,730	2,100	56.3
Cochran	470	260	55.3
Coke	1,350	740	54.8
Coleman	6,020	3,750	62.3
Collin	12,030	7,150	59.4
Collingsworth	3,700	2,220	60.0
Colorado	5,280	3,040	57.6
Comal	3,370	2,380	70.6
Comanche	5,030	2,810	55.9
Concho	1,920	1,060	55.2
Cooke	6,310	4,070	64.5
Coryell	4,940	2,790	56.5
Cottle	2,290	1,420	62.0
Crane	850	570	67.1
Crockett	790	490	62.0
Crosby	2,750	1,540	56.0
Culberson	350	230	65.7

Texas (Cont'd)

	Total Families	Radio Families	% Ownership
Dallam	2,150	1,590	74.0
Dallas	90,670	76,570	84.4
Dawson	3,320	2,010	60.5
Deaf Smith	1,580	930	58.9
Delta	3,280	1,810	55.2
Denton	8,700	5,480	63.0
De Witt	7,230	4,390	60.7
Dickens	2,140	1,190	55.6
Dimmit	1,960	1,200	61.2
Donley	2,580	1,630	63.2
Duval	2,720	1,560	57.4
Eastland	9,270	6,410	69.1
Ector	1,050	690	65.7
Edwards	780	440	56.4
Ellis	14,380	9,180	63.8
El Paso	33,350	25,430	76.3
Erath	5,640	3,370	59.8
Falls	9,640	5,490	57.0
Fannin	10,880	6,320	58.1
Fayette	7,900	4,360	55.2
Fisher	3,330	1,830	55.0
Floyd	3,130	1,930	61.7
Foard	1,640	950	57.9
Fort Bend	7,300	4,060	55.6
Franklin	2,150	1,150	53.5
Freestone	5,760	3,340	58.0
Frio	2,300	1,380	60.0
Gaines	670	370	55.2
Galveston	18,060	15,280	84.6
Garza	1,400	790	56.4
Gillespie	2,890	1,670	57.8
Glasscock	320	180	56.3
Goliad	2,410	1,330	55.2
Gonzales	6,900	3,930	57.0
Gray	6,140	4,550	74.1
Grayson	18,190	12,340	67.8
Gregg	4,280	2,660	62.1
Grimes	5,890	3,450	58.6
Guadalupe	6,960	4,130	59.3
Hale	5,140	3,600	70.0
Hall	4,250	2,660	62.6
Hamilton	3,550	2,000	56.3
Hansford	920	560	60.9
Hardeman	3,740	2,400	64.2
Hardin	3,770	2,400	63.7
Harris	100,410	85,110	84.8
Harrison	12,430	7,760	62.5
Hartley	580	340	58.6
Haskell	4,270	2,480	58.1
Hays	3,730	2,380	63.8
Hemphill	1,170	700	59.8
Henderson	7,450	4,240	56.9
Hidalgo	18,970	12,410	65.4
Hill	11,120	6,640	59.7
Hockley	2,200	1,220	55.5
Hood	1,790	890	49.7
Hopkins	7,470	4,300	57.6
Houston	7,310	4,110	56.2
Howard	6,100	4,590	75.2
Hudspeth	960	550	57.3
Hunt	13,020	8,250	63.4
Hutchinson	4,270	2,960	69.3
Irion	550	340	61.8
Jack	2,380	1,370	57.6
Jackson	2,650	1,470	55.5
Jasper	4,130	2,530	61.3
Jeff Davis	470	290	61.7
Jefferson	35,920	29,450	82.0
Jim Hogg	1,090	670	61.5
Jim Wells	3,210	1,970	61.4
Johnson	9,010	5,850	64.9
Jones	6,250	3,790	60.6
Karnes	5,230	2,970	56.8
Kaufman	9,840	5,820	59.1
Kendall	1,440	820	56.9
Kenedy	170	100	58.8
Kent	910	500	54.9
Kerr	2,700	1,880	69.6
Kimble	1,130	650	57.5
King	290	150	51.7
Kinney	910	570	62.6
Kleberg	3,080	2,090	67.9
Knox	2,720	1,550	57.0
Lamas	12,690	7,910	62.3
Lamb	4,150	2,420	58.3
Lampasas	2,510	1,580	62.9
La Salle	1,920	1,170	60.9
Lavaca	7,110	4,130	58.1
Lee	3,220	1,760	54.7
Leon	5,260	2,830	53.8
Liberty	5,000	3,040	60.8
Limestone	10,250	6,000	58.5
Lipscomb	1,170	690	59.0
Live Oak	2,080	1,150	55.3
Llano	1,500	870	58.0
Loving	60	40	66.7
Lubbock	9,880	7,470	75.6
Lynn	2,970	1,630	54.9
McCulloch	3,370	2,110	62.6
McLennan	26,170	18,910	72.3
McMullen	350	190	54.3
Madison	3,040	1,620	53.3
Marion	2,680	1,500	56.0
Martin	1,370	760	55.5
Mason	1,500	840	56.0
Matagorda	4,730	2,960	62.6
Maverick	1,480	1,040	70.3
Medina	3,480	1,980	56.9
Menard	1,210	730	60.3
Midland	2,060	1,600	77.7
Milam	9,510	5,440	57.2
Mills	2,170	1,190	54.8
Mitchell	3,490	2,250	64.5

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Radio Homes in the United States by States and Counties

(Continued from page 56)

Texas (Cont'd)

	Total Families	*Radio Families*	*% Ownership*
Montague	5,220	3,160	60.5
Montgomery	3,960	2,330	58.8
Moore	390	230	59.0
Morris	2,450	1,350	55.1
Motley	1,660	940	56.6
Nacogdoches	7,480	4,400	58.8
Navarro	15,550	9,630	61.9
Newton	3,050	1,830	60.0
Nolan	5,200	3,840	73.8
Nueces	13,070	9,380	71.8
Ochiltree	1,390	1,010	72.7
Oldham	360	220	61.1
Orange	4,000	2,770	69.5
Palo Pinto	4,770	3,150	66.0
Panola	5,840	3,100	53.1
Parker	5,140	3,110	60.5
Parmer	1,440	800	55.6
Pecos	2,050	1,370	66.8
Polk	4,350	2,510	57.7
Potter	12,770	11,050	86.5
Presidio	2,280	1,490	65.4
Rains	1,720	900	52.3
Randall	1,900	1,390	73.2
Reagan	930	610	65.6
Real	580	340	58.6
Red River	7,750	4,290	55.4
Reeves	1,660	1,190	71.7
Refugio	1,900	1,140	60.0
Roberts	390	240	61.5
Robertson	6,910	3,920	56.7
Rockwall	2,120	1,210	57.1
Runnels	5,640	3,440	61.0
Rusk	7,840	4,260	54.3
Sabine	2,990	1,730	57.9
San Augustine	3,010	1,650	54.8
San Jacinto	2,440	1,360	55.7
San Patricio	5,700	3,330	58.4
San Saba	2,630	1,480	56.3
Schleicher	820	480	58.5
Scurry	2,920	1,780	61.0
Shackelford	1,850	1,130	61.1
Shelby	7,080	3,960	55.9
Sherman	640	380	59.4
Smith	13,450	8,460	62.9
Somervell	830	470	56.6
Starr	2,430	1,440	59.3
Stephens	4,500	3,050	67.8
Sterling	410	240	58.5
Stonewall	1,390	750	54.0
Sutton	710	440	62.0
Swisher	1,860	1,080	58.1
Tarrant	56,280	46,660	82.9
Taylor	10,750	8,120	75.5
Terrell	740	460	62.2
Terry	2,130	1,160	54.5
Throckmorton	1,330	770	57.9
Titus	4,050	2,360	58.3
Tom Green	9,740	7,620	78.2
Travis	19,700	14,840	75.3
Trinity	3,370	1,970	58.5
Tyler	2,880	1,730	60.1
Upshur	5,490	2,930	53.4
Upton	1,730	1,280	74.0
Uvalde	3,300	2,160	65.5
Val Verde	3,800	2,700	71.1
Van Zandt	8,040	4,390	54.6
Victoria	5,230	3,370	64.4
Walker	4,450	2,680	60.2
Waller	2,820	1,620	57.4
Ward	1,290	810	62.8
Washington	6,780	4,010	59.1
Webb	10,060	6,990	69.5
Wharton	7,580	4,430	58.4
Wheeler	3,850	2,430	63.1
Wichita	20,460	16,030	78.3
Wilbarger	6,370	4,210	66.1
Willacy	2,580	1,490	57.8
Williamson	11,470	7,090	61.8
Wilson	4,040	2,240	55.4
Winkler	2,240	1,580	70.5
Wise	5,120	2,950	57.6
Wood	6,050	3,490	57.7
Yoakum	290	150	51.7
Young	5,240	3,490	66.6
Zapata	660	380	57.6
Zavala	2,190	1,410	64.4

UTAH

	Total Families	*Radio Families*	*% Ownership*
Total State	**123,000**	**111,000**	**90.2**
Beaver	1,280	1,150	89.8
Box Elder	4,070	3,630	89.2
Cache	6,600	5,930	89.8
Carbon	4,150	3,680	88.7
Daggett	100	90	90.0
Davis	3,280	2,940	89.6
Duchesne	1,820	1,630	89.6
Emery	1,570	1,410	89.8
Garfield	950	850	89.5
Grand	450	400	88.9
Iron	1,750	1,560	89.1
Juab	2,180	1,890	86.7
Kane	470	420	89.4
Millard	2,280	2,050	89.9
Morgan	580	520	89.7
Piute	440	400	90.9
Rich	400	360	90.0
Salt Lake	48,950	44,720	91.4
San Juan	780	700	89.7
Sanpete	3,810	3,420	89.8
Sevier	2,550	2,260	88.6
Summit	2,250	1,980	88.0
Tooele	2,310	2,060	89.2

Utah (Cont'd)

	Total Families	*Radio Families*	*% Ownership*
Uintah	2,120	1,900	89.6
Utah	11,290	10,060	89.1
Wasatch	1,280	1,150	89.8
Washington	1,660	1,490	89.8
Wayne	410	370	90.2
Weber	13,220	11,980	90.6

VERMONT

	Total Families	*Radio Families*	*% Ownership*
Total State	**99,000**	**88,600**	**89.5**
Addison	5,050	4,460	88.3
Bennington	6,460	5,850	90.6
Caledonia	7,500	6,670	88.9
Chittenden	12,330	11,150	90.4
Essex	1,880	1,690	89.9
Franklin	7,890	6,990	88.6
Grand Isle	1,030	900	87.4
Lamoille	3,070	2,700	87.9
Orange	4,850	4,250	87.6
Orleans	6,220	5,460	87.8
Rutland	13,190	11,930	90.4
Washington	11,280	10,200	90.4
Windham	7,670	6,860	89.4
Windsor	10,580	9,490	89.7

VIRGINIA

	Total Families	*Radio Families*	*% Ownership*
Total State	**613,000**	**400,200**	**65.3**
Accomac	10,390	6,140	59.1
Albemarle	10,870	7,150	65.8
Alleghany	6,400	4,640	72.5
Amelia	2,160	1,110	51.4
Amherst	4,260	2,350	55.2
Appomatox	2,010	1,060	52.7
Arlington	14,320	10,960	76.5
Augusta	12,220	7,870	64.4
Bath	1,890	1,090	57.7
Bedford	7,120	3,930	55.2
Bland	1,380	750	54.3
Botetourt	3,800	2,170	57.1
Brunswick	4,570	2,440	53.4
Buchanan	3,310	1,730	52.3
Buckingham	3,190	1,730	54.2
Campbell	16,230	11,660	71.8
Caroline	3,570	1,880	52.7
Carroll	5,340	2,820	52.8
Charles City	1,170	640	54.7
Charlotte	3,690	1,950	52.8
Chesterfield	6,360	3,860	60.7
Clarke	1,840	1,030	56.0
Craig	940	510	54.3
Culpeper	3,350	1,900	56.7
Cumberland	1,790	950	53.1
Dickenson	3,340	1,870	56.0
Dinwiddie	12,120	8,210	67.7
Elizabeth City	6,700	4,720	70.4
Essex	1,790	930	52.0
Fairfax	6,500	3,930	60.5
Fauquier	5,250	2,940	56.0
Floyd	2,890	1,450	50.2
Fluvanna	1,880	990	52.7
Franklin	5,580	2,910	52.2
Frederick	6,660	4,550	68.3
Giles	2,950	1,660	56.3
Gloucester	2,870	1,630	56.8
Goochland	1,820	970	53.3
Grayson	4,770	2,610	54.7
Greene	1,350	710	52.6
Greensville	3,230	1,790	55.4
Halifax	9,340	5,090	54.5
Hanover	4,210	2,310	54.9
Henrico	59,650	49,810	83.5
Henry	6,210	3,750	60.4
Highland	1,100	580	52.7
Isle of Wight	3,310	1,890	57.1
James City	1,710	1,120	65.5
King & Queen	1,820	920	50.5
King George	1,430	750	52.4
King William	1,980	1,110	56.1
Lancaster	2,320	1,330	57.3
Lee	7,010	4,010	57.2
Loudoun	5,350	3,060	57.2
Louisa	3,570	1,950	54.6
Lunenburg	3,370	1,800	53.4
Madison	2,150	1,140	53.0
Mathews	2,230	1,200	53.8
Mecklenburg	7,540	4,010	53.2
Middlesex	2,050	1,100	53.7
Montgomery	6,720	4,230	62.9
Nansemond	8,340	5,220	62.6
Nelson	3,860	2,080	53.9
New Kent	1,090	620	56.9
Norfolk	59,940	47,910	79.9
Northampton	4,830	2,910	60.2
Northumberland	2,830	1,560	55.1
Nottoway	3,630	2,090	57.6
Orange	3,140	1,800	57.3
Page	3,850	2,190	56.9
Patrick	3,630	1,840	50.7
Pittsylvania	19,950	12,120	60.8
Powhattan	1,360	730	53.7
Prince Edward	3,600	2,100	58.3
Prince George	5,320	3,680	69.2
Princess Anne	4,230	2,440	57.7
Prince William	3,350	1,990	59.4
Pulaski	4,850	3,080	63.5
Rappahannock	1,850	970	52.4
Richmond	1,710	890	52.0
Roanoke	27,020	22,120	81.9
Rockbridge	6,360	3,900	61.3
Rockingham	9,620	5,800	60.3

Virginia (Cont'd)

	Total Families	*Radio Families*	*% Ownership*
Russell	5,940	3,290	55.4
Scott	5,630	2,940	52.2
Shenandoah	5,790	3,290	56.8
Smyth	5,670	3,350	59.1
Southampton	6,180	3,400	55.0
Spotsylvania	4,280	2,810	65.7
Stafford	2,090	1,120	53.6
Surry	1,860	1,030	55.4
Sussex	2,940	1,620	55.1
Tazewell	7,510	4,540	60.5
Warren	2,160	1,270	58.8
Warwick	12,000	9,120	76.0
Washington	10,630	6,440	60.6
Westmoreland	2,170	1,180	54.4
Wise	11,670	7,260	62.2
Wythe	5,040	2,900	57.5
York	2,140	1,250	58.4

WASHINGTON

	Total Families	*Radio Families*	*% Ownership*
Total State	**468,000**	**443,300**	**94.7**
Adams	2,030	1,950	96.1
Asotin	2,440	2,320	95.1
Benton	3,240	3,120	96.3
Chelan	9,160	8,730	95.3
Clallam	6,020	5,670	94.2
Clark	11,930	11,360	95.2
Columbia	1,620	1,530	94.4
Cowlitz	9,180	8,650	94.2
Douglas	2,320	2,230	96.1
Ferry	1,360	1,310	96.3
Franklin	1,730	1,630	94.2
Garfield	1,010	970	96.0
Grant	1,680	1,610	95.8
Grays Harbor	17,320	16,380	94.6
Island	1,850	1,780	96.2
Jefferson	2,550	2,390	93.7
King	142,190	134,090	94.3
Kitsap	9,760	9,270	95.0
Kittitas	4,970	4,680	94.2
Klickitat	2,960	2,840	96.0
Lewis	11,740	11,150	95.0
Lincoln	3,420	3,280	95.9
Mason	2,940	2,780	94.6
Okanogan	5,500	5,260	95.6
Pacific	4,440	4,200	94.6
Pend Oreille	2,130	2,040	95.8
Pierce	49,670	46,940	94.5
San Juan	1,080	1,040	96.3
Skagit	10,170	9,600	94.4
Skamania	920	880	95.7
Snohomish	24,190	22,990	95.0
Spokane	44,710	42,220	94.4
Stevens	5,520	5,310	96.2
Thurston	9,490	9,030	95.2
Wahkiakum	1,100	1,060	96.4
Walla Walla	7,860	7,460	94.9
Whatcom	17,600	16,730	95.1
Whitman	7,870	7,500	95.3
Yakima	22,330	21,320	95.5

WEST VIRGINIA

	Total Families	*Radio Families*	*% Ownership*
Total State	**417,000**	**348,300**	**83.5**
Barbour	4,780	3,920	82.0
Berkeley	7,320	5,840	79.8
Boone	5,450	4,530	83.1
Braxton	4,990	4,060	81.4
Brooke	6,150	5,300	86.2
Cabell	23,410	20,680	88.3
Calhoun	2,340	1,900	81.2
Clay	2,780	2,280	82.0
Doddridge	2,610	2,130	81.6
Fayette	16,440	13,660	83.1
Gilmer	2,470	2,010	81.4
Grant	1,970	1,610	81.7
Greenbrier	8,240	6,790	82.4
Hampshire	2,970	2,420	81.5
Hancock	6,760	5,790	85.7
Hardy	2,280	1,850	81.5
Harrison	20,110	16,850	83.8
Jackson	3,940	3,190	81.0
Jefferson	4,120	3,400	82.5
Kanawha	38,190	32,280	84.5
Lewis	5,240	4,350	83.0
Lincoln	3,990	3,240	81.2
Logan	13,150	10,870	82.7
McDowell	19,790	16,380	82.8
Marion	17,350	14,530	83.7
Marshall	9,730	8,290	85.2
Mason	5,180	4,190	80.9
Mercer	14,310	11,830	82.5
Mineral	5,000	4,170	83.4
Mingo	8,520	6,960	81.7
Monongalia	13,110	10,960	83.6
Monroe	2,850	2,300	80.7
Morgan	2,170	1,790	82.5
Nicholas	4,440	3,540	79.7
Ohio	19,970	17,760	88.9
Pendleton	2,100	1,700	81.0
Pleasants	1,710	1,410	82.5
Pocohontas	3,230	2,650	82.0
Preston	6,980	5,740	82.2
Putnam	3,910	3,190	81.6
Raleigh	15,160	12,440	82.1
Randolph	5,800	4,720	81.4
Ritchie	4,010	3,290	82.0
Roane	4,270	3,470	81.3
Summers	4,570	3,780	82.7
Taylor	4,890	4,060	83.0
Tucker	3,040	2,520	82.9

West Virginia (Cont'd)

	Total Families	*Radio Families*	*% Ownership*
Tyler	3,480	2,820	81.0
Upshur	4,540	3,680	81.1
Wayne	6,910	5,640	81.6
Webster	3,030	2,480	81.8
Wetzel	5,520	4,520	81.9
Wirt	1,570	1,270	80.9
Wood	15,560	13,470	86.6
Wyoming	4,600	3,800	82.6

WISCONSIN

	Total Families	*Radio Families*	*% Ownership*
Total State	**735,000**	**612,700**	**83.4**
Adams	2,100	1,470	70.0
Ashland	4,910	4,010	81.7
Barron	8,340	6,100	73.1
Bayfield	3,690	2,660	72.1
Brown	16,420	14,030	85.4
Buffalo	3,820	2,730	71.5
Burnett	2,630	1,820	69.2
Calumet	4,070	2,940	72.2
Chippewa	8,460	6,460	76.4
Clark	8,150	5,700	69.9
Columbia	8,350	6,540	78.3
Crawford	4,100	3,080	75.1
Dane	29,120	24,700	84.8
Dodge	13,210	10,490	79.4
Door	4,420	3,360	76.0
Douglas	11,560	10,120	87.5
Dunn	6,730	5,000	74.3
Eau Claire	10,490	8,950	85.3
Florence	910	670	73.6
Fond Du Lac	15,240	12,690	83.3
Forest	2,350	1,790	76.2
Grant	10,290	7,720	75.0
Green	6,070	4,680	77.1
Green Lake	3,860	3,010	78.0
Iowa	5,320	3,860	72.6
Iron	2,220	1,750	78.8
Jackson	4,010	2,830	70.6
Jefferson	10,190	8,270	81.2
Juneau	4,580	3,320	72.5
Kenosha	15,630	14,040	89.8
Kewaunee	4,000	2,880	72.0
La Crosse	13,760	11,970	87.0
Lafayette	4,840	3,500	72.3
Langlade	4,990	3,940	79.0
Lincoln	5,110	4,140	81.0
Manitowoc	14,380	12,000	83.4
Marathon	15,920	12,580	79.0
Marinette	7,870	6,260	79.5
Marquette	2,530	1,820	71.9
Milwaukee	183,030	170,490	93.1
Monroe	7,050	5,370	76.2
Oconto	6,000	4,460	74.3
Oneida	3,860	3,200	82.9
Outagamie	15,020	12,630	84.1
Ozaukee	4,450	3,440	77.3
Pepin	1,950	1,390	71.3
Pierce	5,520	3,940	71.4
Polk	6,510	4,560	70.0
Portage	7,510	5,950	79.2
Price	4,070	2,990	73.5
Racine	22,740	20,470	90.0
Richland	4,880	3,610	74.0
Rock	20,190	17,340	85.9
Rusk	3,770	2,760	73.2
St. Croix	6,340	4,660	73.5
Sauk	8,510	6,610	77.7
Sawyer	2,160	1,570	72.7
Shawano	7,590	5,580	73.5
Sheboygan	18,620	15,920	85.5
Taylor	4,000	2,800	70.0
Trempealeau	5,780	4,140	71.6
Vernon	7,010	5,050	72.0
Vilas	1,790	1,360	76.0
Walworth	8,740	6,980	79.9
Washburn	2,740	1,980	72.3
Washington	6,590	5,140	78.0
Waukesha	13,050	10,630	81.5
Waupaca	8,520	6,600	77.5
Waushara	3,790	2,690	71.0
Winnebago	19,570	17,220	88.0
Wood	9,010	7,290	80.9

WYOMING

	Total Families	*Radio Families*	*% Ownership*
Total State	**62,000**	**49,800**	**80.3**
Albany	3,440	2,950	85.8
Big Horn	2,810	2,180	77.6
Campbell	1,960	1,350	68.9
Carbon	3,160	2,620	82.9
Converse	2,010	1,500	74.6
Crook	1,490	1,020	68.5
Fremont	2,990	2,310	77.3
Goshen	3,010	2,180	72.4
Hot Springs	1,690	1,370	81.1
Johnson	1,360	1,010	74.3
Laramie	6,890	5,950	86.4
Lincoln	2,730	2,180	79.9
Natrona	7,320	6,380	87.2
Niobrara	1,390	1,010	72.7
Park	2,340	1,800	77.1
Platte	2,560	1,890	73.8
Sheridan	4,640	3,850	83.0
Sublette	540	380	70.4
Sweetwater	5,090	4,350	85.5
Teton	530	390	73.6
Uinta	1,590	1,290	81.1
Washakie	1,050	790	75.2
Weston	1,340	990	73.9
Yellowstone National Park	70	60	85.7

Listener Response!

IN THIRTY WEEKS KSL'S AMATEUR HOUR PRODUCED 456,280 VOTES FROM 16 WESTERN STATES & CANADA

KSL's dominant coverage and listener interest was strikingly demonstrated during a recent "Search for Talent" program, sponsored by a Salt Lake City evening newspaper. Nearly half a million votes was the result! In the West or anywhere else — that's a "powerful lot" of votes.

And that's not all. Our client, the Deseret News, reports more circulation . . . increased reader interest . . . noticeable Good-Will reaction.

More than 15,000 votes per week on this account alone demonstrates tremendous pulling power for a Saturday daytime program, with only three night presentations!

KSL's long list of clients is convincing evidence of this station's leadership in the Intermountain West. This station is nationally represented by Edward Petry and Company, Inc.

Typical scenes as "Search for Talent" is broadcast. Above, 2400 persons crowd historic Mormon Assembly Hall. Below, contestants at microphone.

KSL

Columbia's 50,000 Watt Affiliate in Salt Lake City

NOW IN ITS 18TH YEAR OF BRILLIANT SUCCESS

Joint Committee on Radio Research's Estimated Number of Families Owning Radio Sets: Urban and Rural

By State and Census Geographic Divisions as of January 1, 1938

STATE	URBAN [1]			VILLAGES [2]			FARMS			TOTAL RURAL			TOTAL		
	July 1937 Families	% Ownership	1938 Radio Families	July 1937 Families	% Ownership	1938 Radio Families	July 1937 Families	% Ownership	1938 Radio Families	July 1937 Families	% Ownership	1938 Radio Families	July 1937 Families	% Ownership	1938 Radio Families
Alabama	207,000	75	154,600	153,000	59	90,400	310,000	42	130,200	463,000	48	220,600	670,000	56	375,200
Arizona	37,000	89	33,100	46,000	72	33,100	21,000	64	13,400	67,000	69	46,500	104,000	77	79,600
Arkansas	113,000	78	88,100	105,000	55	57,500	283,000	39	109,200	388,000	43	166,700	501,000	51	254,800
California	1,369,000	94	1,287,100	285,000	97	275,600	164,000	96	157,100	449,000	96	432,700	1,818,000	95	1,719,800
Colorado	152,000	91	138,200	66,000	81	53,100	70,000	60	42,200	136,000	70	95,300	288,000	81	233,500
Connecticut	306,000	92	281,400	110,000	93	102,700	21,000	86	18,000	131,000	92	120,700	437,000	92	402,100
Delaware	34,000	90	30,800	21,000	84	17,700	12,000	76	9,100	33,000	81	26,800	67,000	86	57,600
District of Columbia	168,000	91	152,900	....	..	....	....	..	....	....	..	....	168,000	91	152,900
Florida	238,000	80	189,500	135,000	59	79,300	70,000	42	29,100	205,000	53	108,400	443,000	67	297,900
Georgia	245,000	74	180,500	157,000	58	90,400	314,000	32	99,900	471,000	40	190,300	716,000	52	370,800
Idaho	38,000	90	34,200	38,000	81	30,600	48,000	71	33,900	86,000	75	64,500	124,000	80	98,700
Illinois	1,526,000	93	1,426,600	287,000	86	248,000	250,000	73	182,500	537,000	80	430,500	2,063,000	90	1,857,100
Indiana	522,000	92	480,300	192,000	90	173,000	220,000	74	163,500	412,000	82	336,500	934,000	87	816,800
Iowa	281,000	93	262,500	162,000	86	139,700	237,000	74	175,600	399,000	79	315,300	680,000	85	577,800
Kansas	204,000	93	189,300	125,000	78	97,500	172,000	47	81,000	297,000	60	178,500	501,000	73	367,800
Kentucky	242,000	86	208,600	174,000	70	121,600	292,000	56	164,700	466,000	61	286,300	708,000	70	494,900
Louisiana	215,000	78	168,100	111,000	51	56,300	184,000	40	73,000	295,000	44	129,300	510,000	58	297,400
Maine	88,000	91	79,700	91,000	94	85,300	42,000	86	36,100	133,000	91	121,400	221,000	91	201,100
Maryland	251,000	90	225,100	106,000	84	89,000	53,000	77	41,000	159,000	82	130,000	410,000	87	355,100
Massachusetts	992,000	92	912,100	92,000	96	88,300	20,000	94	18,800	112,000	96	107,100	1,104,000	92	1,019,200
Michigan	827,000	93	771,100	204,000	93	189,900	189,000	85	161,200	393,000	89	351,100	1,220,000	92	1,122,200
Minnesota	331,000	93	309,300	118,000	88	104,100	203,000	71	143,500	321,000	77	247,600	652,000	85	556,900
Mississippi	91,000	71	64,600	84,000	51	42,600	319,000	31	99,800	403,000	35	142,400	494,000	42	207,000
Missouri	562,000	94	525,600	205,000	76	154,800	305,000	47	142,400	510,000	58	297,200	1,072,000	77	822,800
Montana	49,000	91	44,400	42,000	78	32,800	51,000	73	37,400	93,000	75	70,200	142,000	81	114,600
Nebraska	129,000	93	120,100	88,000	82	72,200	135,000	68	91,800	223,000	74	164,000	352,000	81	284,100
Nevada	12,000	91	11,000	14,000	97	13,600	4,000	98	3,900	18,000	97	17,500	30,000	95	28,500
New Hampshire	77,000	91	69,700	43,000	91	39,000	16,000	98	15,700	59,000	93	54,700	136,000	92	124,400
New Jersey	904,000	94	845,400	163,000	92	149,300	31,000	90	27,800	194,000	91	177,100	1,098,000	93	1,022,500
New Mexico	27,000	88	23,700	39,000	59	23,100	36,000	43	15,500	75,000	51	38,600	102,000	61	62,300
New York	2,806,000	93	2,623,300	381,000	93	353,600	185,000	84	155,400	566,000	90	509,000	3,372,000	93	3,132,300
North Carolina	206,000	79	161,900	188,000	54	101,700	342,000	42	145,000	530,000	47	246,700	736,000	55	408,600
North Dakota	28,000	94	26,200	45,000	73	32,800	83,000	73	60,600	128,000	73	93,400	156,000	77	119,600
Ohio	1,215,000	93	1,130,200	311,000	96	297,900	251,000	85	213,400	562,000	91	511,300	1,777,000	92	1,641,500
Oklahoma	233,000	87	202,500	149,000	74	109,800	237,000	60	142,000	386,000	65	251,800	619,000	73	454,300
Oregon	157,000	94	147,000	78,000	98	76,400	64,000	97	62,000	142,000	97	138,400	299,000	95	285,400
Pennsylvania	1,687,000	92	1,553,900	564,000	88	495,700	201,000	78	156,800	765,000	85	652,500	2,452,000	90	2,206,400
Rhode Island	155,000	92	142,500	11,000	94	10,300	3,000	90	2,700	14,000	93	13,000	169,000	92	155,500
South Carolina	99,000	70	69,500	114,000	58	66,600	194,000	37	71,200	308,000	45	137,800	407,000	51	207,300
South Dakota	34,000	93	31,700	46,000	83	38,100	87,000	73	63,100	133,000	76	101,200	167,000	80	132,900
Tennessee	259,000	82	211,200	134,000	76	101,300	296,000	50	147,400	430,000	58	248,700	689,000	67	459,900
Texas	661,000	84	556,200	300,000	67	199,800	555,000	50	277,500	855,000	56	477,300	1,516,000	68	1,033,500
Utah	68,000	91	61,800	33,000	89	29,500	22,000	90	19,700	55,000	89	49,200	123,000	90	111,000
Vermont	33,000	91	30,000	38,000	94	35,600	28,000	82	23,000	66,000	89	58,600	99,000	90	88,600
Virginia	217,000	82	178,800	177,000	65	115,200	219,000	49	106,200	396,000	56	221,400	613,000	65	400,200
Washington	271,000	94	254,400	113,000	95	107,400	84,000	97	81,500	197,000	96	188,900	468,000	95	443,300
West Virginia	130,000	86	111,800	189,000	84	158,200	98,000	80	78,300	287,000	82	236,500	417,000	84	348,300
Wisconsin	404,000	93	377,000	137,000	80	110,000	194,000	65	125,700	331,000	71	235,700	735,000	83	612,700
Wyoming	20,000	90	18,100	23,000	86	19,700	19,000	63	12,000	42,000	75	31,700	62,000	80	49,800
GEOGRAPHIC DIVISIONS [3]															
New England	1,651,000	92	1,515,400	385,000	94	361,200	130,000	88	114,300	515,000	92	475,500	2,166,000	92	1,990,900
Middle Atlantic	5,397,000	93	5,022,600	1,108,000	90	998,600	417,000	82	340,000	1,525,000	88	1,338,600	6,922,000	92	6,361,200
E. North Central	4,494,000	93	4,185,200	1,131,000	90	1,018,800	1,104,000	77	846,300	2,235,000	83	1,865,100	6,729,000	90	6,050,300
W. North Central	1,569,000	93	1,464,700	789,000	81	639,200	1,222,000	62	758,000	2,011,000	69	1,397,200	3,580,000	80	2,861,900
South Atlantic	1,588,000	82	1,300,800	1,087,000	66	718,100	1,302,000	45	579,800	2,389,000	54	1,297,900	3,977,000	65	2,598,700
E. South Central	799,000	80	639,000	545,000	65	355,900	1,217,000	45	542,100	1,762,000	51	898,000	2,561,000	60	1,537,000
W. South Central	1,222,000	83	1,014,900	665,000	64	423,400	1,259,000	48	601,700	1,924,000	53	1,025,100	3,146,000	65	2,040,000
Mountain	403,000	90	364,500	301,000	78	235,500	271,000	66	178,000	572,000	72	413,500	975,000	80	778,000
Pacific	1,797,000	94	1,688,500	476,000	97	459,400	312,000	96	300,600	788,000	96	760,000	2,585,000	95	2,448,500
U. S. Total	**18,920,000**	**91**	**17,195,600**	**6,487,000**	**80**	**5,210,100**	**7,234,000**	**59**	**4,260,800**	**13,721,000**	**69**	**9,470,900**	**32,641,000**	**82**	**26,666,500**

FOOTNOTES—Figures above do not include automobile radios or extra sets in homes. It is estimated there are 3.96 persons per family. State figures are by U. S. census classifications. [1] Urban includes communities over 2,500 population. [2] Villages are communities under 2,500 population. [3] Geographical Divisions: *New England*—Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. *Middle Atlantic*—New York, New Jersey, Pennsylvania. *East North Central*—Illinois, Indiana, Michigan, Ohio, Wisconsin. *West North Central*—Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota. *South Atlantic*—Delaware, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia. *East South Central*—Alabama, Kentucky, Mississippi, Tennessee. *West South Central*—Arkansas, Louisiana, Oklahoma, Texas. *Mountain*—Arizona Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming. *Pacific*—California, Oregon, Washington.

METHODS FOR MEASURING THE RADIO AUDIENCE

Write for report entitled

"THREE MILLION RADIO INTERVIEWS"

A study of the composition and characteristics of nearly one and one-half million families interviewed in 1938 and of a like number reported on in preceding years.

Based upon records of listening habits in hundreds of American and Canadian cities, towns and rural districts from coast to coast, and also in Great Britain.

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330 West Forty-second Street
New York City

Joint Committee On Radio Research: Rural Survey Findings

All Figures as of January 1, 1938

Synopsis of Joint Committee Study

	RURAL		URBAN		COMBINED	
Total U. S. Families	13,721,000	100.0%	18,920,000	100.0%	32,641,000	100.0%
Total Radio Families	9,470,900	69.0	17,195,600	91.0	26,666,500	82.0
Radio Homes with 2 or more Sets	549,312	5.8*	3,404,729	19.8*	3,954,041	14.8*
Median Number of Years Radio Families have owned Sets	7.0 years		8.2 years		7.7 years	
Radio Families Owning an Automobile	7,775,609	82.1*	11,675,812	67.9*	19,451,421	72.9*
Radio Families Owning an Auto-Radio	1,269,101	13.4*	3,370,338	19.6*	4,639,438	17.4*
Radio Families Listening Sometime Daily						
Average Weekday (Mon. thru Fri.)	8,438,572	89.1*	13,825,262	80.4*	22,263,834	83.5*
Saturdays	8,315,450	87.8*	13,189,025	76.7*	21,504,475	80.6*
Sundays	8,163,916	86.2*	13,189,025	76.7*	21,352,941	80.1*
Average 7 Days	8,381,746	88.5*	13,722,089	79.8*	22,103,835	82.9*
Median Hours of Daily Use of Radio						
Based on All Sets Owned	4:47 hours		4:09 hours		4:22 hours	
Based on Sets in Use Some Time During the Total Day	5:18 hours		5:12 hours		5:14 hours	

NOTE: In this study, the term "Rural population" conforms to the definition of the U. S. Census Bureau—those living on rural farms or in villages of less than 2500 population. The Census shows several hundred thousand people living on farms in urban areas. These, however, are not classified as "Rural population." The Urban data, shown here for comparison with the new rural data, are from the Starch Quarterly Urban Radio Surveys for 1937. * 100%—All Radio Homes.

Rural Radio Ownership by Economic Groups

RURAL RADIO OWNERSHIP FACTORS	ECONOMIC GROUP High	Middle	Low	U. S. RURAL TOTAL
Percentage of all Rural Families owning home radios	89.0	71.0	47.0	69.0
Percentage of Rural Radio Families with radio set in working order	97.8	96.6	94.4	96.6
Percentage of Rural Radio Families with more than one home radio set	10.5	3.8	1.6	5.8
Number of years average Rural Radio Family has owned a radio	8.3	6.6	5.9	7.0
Percentage of Rural Radio Families owning an automobile	92.3	82.2	65.0	82.1
Percentage of Rural Radio Families with radio-equipped automobiles	22.6	10.0	4.2	13.4

The interviews in each county were divided into three groups of equal number, representing the top, middle and low economic levels of the community. No fixed "national" standards of cash income or size of farm were applied. In this way representative samples in all income and social levels were obtained, regardless of sectional variations in income standards and living costs.

It will be noted that the radio ownership of the upper third of rural population is very close to overall urban radio ownership: 89% in the upper third of rural classification as compared with 91% ownership among all urban families.*

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* Starch Urban data, see page 60 for breakdowns between farm and village ownership, and details of economic classifications.

Summary of Basic Radio Ownership Factors By Geographic Areas

GEOGRAPHIC AREAS	Percent All Rural Families Owning Radios	Percent Rural Radio Families with Radio in Working Order	Percent Rural Radio Families with More Than One Home Radio	Number of Years Typical Rural Radio Family Has Owned Radio	Percent of Rural Radio Families Owning an Automobile	Percent Rural Radio Families with Automobile Radio
New England	92.0%	98.5%	12.7%	10.0	77.2%	14.0%
W. No. Central	69.0	94.6	2.2	8.0	85.0	12.3
South Atlantic	54.0	96.2	4.7	5.8	76.9	9.6
East No. Central	83.0	97.7	5.3	7.6	85.4	12.0
Middle Atlantic	88.0	96.5	5.6	7.9	81.7	13.5
West So. Central	53.0	97.2	4.8	5.6	85.0	18.8
East So. Central	51.0	95.7	4.3	6.2	70.2	8.4
Mountain	72.0	93.9	4.6	6.7	82.7	13.8
Pacific	96.0	99.6	14.3	7.9	95.6	25.0
U. S. TOTAL	69.0%	96.6%	5.8%	7.0	82.1%	13.4%

States Arranged According to Number of Rural Radio Families*

States arranged according to number of Rural Radio Families	Number of All Families**	National Ranking of States	% Rural Families of Total	Number of Rural Families**	National Ranking of States	% Rural Families With RADIOS	Rural RADIO Families	National Ranking of States
Pennsylvania	2,452,000	2	31.2	765,000	2	85.0	625,500	1
Ohio	1,777,000	5	31.6	562,000	4	91.0	511,300	2
New York	3,372,000	1	16.8	566,000	3	90.0	509,000	3
Texas	1,516,000	6	56.4	855,000	1	56.0	477,300	4
California	1,818,000	4	24.7	449,000	11	96.0	432,700	5
Illinois	2,063,000	3	26.0	537,000	5	80.0	430,500	6
Michigan	1,220,000	7	32.2	393,000	17	89.0	351,100	7
Indiana	934,000	11	44.1	412,000	13	82.0	336,500	8
Iowa	680,000	17	58.7	399,000	15	79.0	315,300	9
Missouri	1,072,000	10	47.6	510,000	7	58.0	297,200	10
Kentucky	708,000	15	65.8	466,000	9	61.0	286,300	11
Oklahoma	619,000	20	62.4	386,000	19	65.0	251,800	12
Tennessee	689,000	16	62.4	430,000	12	58.0	248,700	13
Minnesota	652,000	19	49.2	321,000	21	77.0	247,600	14
North Carolina	736,000	12	72.0	530,000	6	47.0	246,700	15
West Virginia	417,000	28	68.8	287,000	25	82.0	236,500	16
Wisconsin	735,000	13	45.0	331,000	20	71.0	235,700	17
Virginia	613,000	21	64.6	396,000	16	56.0	221,400	18
Alabama	670,000	18	69.1	463,000	10	48.0	220,600	19
Georgia	716,000	14	65.8	471,000	8	40.0	190,300	20
Washington	468,000	25	42.1	197,000	28	96.0	188,900	21
Kansas	501,000	23	59.3	297,000	23	60.0	178,500	22
New Jersey	1,098,000	9	17.7	194,000	29	91.0	177,100	23
Arkansas	501,000	23	77.4	388,000	18	43.0	166,700	24
Nebraska	352,000	31	63.4	223,000	26	74.0	164,000	25
Mississippi	494,000	24	81.6	403,000	14	35.0	142,400	26
Oregon	299,000	32	47.5	142,000	31	97.0	138,400	27
South Carolina	407,000	30	75.7	308,000	22	45.0	137,800	28
Maryland	410,000	29	38.8	159,000	30	82.0	130,000	29
Louisiana	510,000	22	57.8	295,000	24	44.0	129,300	30
Maine	221,000	34	60.2	133,000	33	91.0	121,400	31
Connecticut	437,000	27	30.0	131,000	34	92.0	120,700	32
Florida	443,000	26	46.3	205,000	27	53.0	108,400	33
Massachusetts	1,104,000	8	10.1	112,000	36	96.0	107,100	34
South Dakota	167,000	36	79.6	133,000	33	76.0	101,200	35
Colorado	288,000	33	47.2	136,000	32	70.0	95,300	36
North Dakota	156,000	37	82.1	128,000	35	73.0	93,400	37
Montana	142,000	38	65.5	93,000	37	75.0	70,200	38
Idaho	124,000	40	69.4	86,000	38	75.0	64,500	39
Vermont	99,000	44	66.7	66,000	41	89.0	58,600	40
New Hampshire	136,000	39	43.4	59,000	42	93.0	54,700	41
Utah	123,000	41	44.7	55,000	43	89.0	49,200	42
Arizona	104,000	42	64.4	67,000	40	69.0	46,500	43
New Mexico	102,000	43	73.5	75,000	39	51.0	38,600	44
Wyoming	62,000	46	67.7	42,000	44	75.0	31,700	45
Delaware	67,000	45	49.3	33,000	45	81.0	26,800	46
Nevada	30,000	47	60.0	18,000	46	97.0	17,500	47
Rhode Island	169,000	35	8.3	14,000	47	93.0	13,000	48
Dist. of Columbia	168,000	49	—	—	—	—	—	49
TOTAL U. S.	32,641,000		42%	13,721,000		69%	9,470,900	

*See page 60 for breakdown between village and farm ownership.

**Estimated as of July 1, 1937 by Joint Committee on Radio Research.

Average Hours of Daily Use for All Rural Radio Families

	7 Day Av. Hrs.	Min.	5 Day Av. Hrs.	Min.	Saturday Hrs.	Min.	Sunday Hrs.	Min.
By ECONOMIC GROUPS								
HIGH Rural Group	4	58	5	05	4	53	4	40
MIDDLE Rural Group	4	48	4	55	4	49	4	27
LOW Rural Group	4	26	4	29	4	45	4	12
TOTAL	4	47	4	54	4	50	4	26
By GEOGRAPHIC AREAS								
New England	5	07	5	13	5	27	4	27
Middle Atlantic	4	33	4	43	4	26	4	28
East North Central	5	01	5	13	5	10	4	20
West North Central	4	09	4	09	4	11	4	02
South Atlantic	4	24	4	22	4	46	4	11
East South Central	4	14	3	58	4	27	4	27
West South Central	5	23	5	25	5	19	5	23
Mountain	4	52	5	08	4	53	4	16
Pacific	5	51	6	21	5	17	5	29
TOTAL	4	47	4	54	4	50	4	26

Per Cent of All Rural Radios in Use by Periods of Day and Night

(Percentages show total U. S. rural audience, in terms of New York broadcasting time, properly weighted for coast to coast average)

	Average Percentage of all rural radio families listening any half-hour
AVERAGE WEEKDAY	
9:00-12:00 Noon	26.5%
12:00 Noon-3:00 P. M.	26.5
3:00-6:00 P. M.	19.7
6:00-10:00 P. M.	50.9
10:00-12:00 Midnight	29.6
SATURDAY	
9:00-12:00 Noon	25.8
12:00 Noon-3:00 P. M.	28.2
3:00-6:00 P. M.	25.3
SATURDAY (Continued)	
6:00-9:00 P. M.	45.5
9:00-12:00 Midnight	29.8
SUNDAY	
9:00-12:00 Noon	24.8
12:00-3:00 P. M.	25.3
3:00-6:00 P. M.	24.1
6:00-9:00 P. M.	46.6
9:00-12:00 Midnight	25.3

NOTE: These percentages apply to Total Rural Radio Families. See detailed tables on page 60 for farm and village percentages, and breakdowns by time zones and by half hour periods.

DIRECTORY OF U. S. BROADCASTING STATIONS BY CALL LETTERS

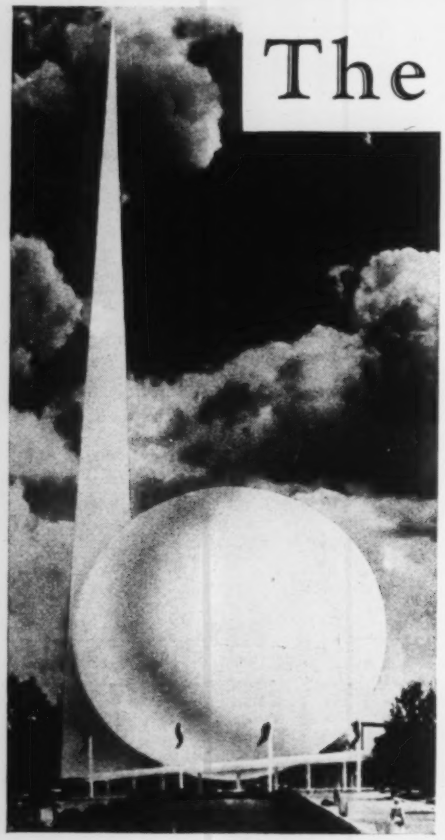
** Denotes new station authorized but not yet in operation as of January 15, 1939*

K

KABC	San Antonio, Tex.
KABR	Aberdeen, S. D.
KADA	Ada, Okla.
KALB	Alexandria, La.
KALE	Portland, Ore.
KAND	Corsicana, Tex.
KANS	Wichita, Kan.
KARK	Little Rock, Ark.
KARM	Fresno, Cal.
KASA	Elk City, Okla.
KAST	Astoria, Ore.
KATE	Albert Lea, Minn.
KAWM	Gallup, N. M.
KBIX	Muskogee, Okla.
KBPS	Portland, Ore.
KBND	Bend, Ore.
*KBKR	Baker, Ore.
KBST	Big Spring, Tex.
KBTM	Jonesboro, Ark.
KCKN	Kansas City, Kan.
KCMC	Texarkana, Tex.-Ark.
KCMO	Kansas City, Mo.
KCRC	Enid, Okla.
KCRJ	Jerome, Ariz.
KDAL	Duluth, Minn.
KDB	Santa Barbara, Calif.
KDFN	Casper, Wyo.
KDKA	Pittsburgh
KDLR	Devils Lake, N. D.
KDNT	Denton, Tex.
KDON	Monterey, Calif.
*KDTH	Dubuque, Ia.
KDYL	Salt Lake City, Utah
KECA	Los Angeles
KEEN	Seattle, Wash.
KEHE	Los Angeles
KELA	Centralia, Wash.
KELD	El Dorado, Ark.
KELO	Sioux Falls, S. D.
KERN	Bakersfield, Calif.
KEUB	Price, Utah
KEX	Portland, Ore.
KFAB	Lincoln, Nebr.
KFAC	Los Angeles
KFAM	St. Cloud, Minn.
*KFAR	Fairbanks, Alaska
KFBB	Great Falls, Mont.
KFBI	Abilene, Kan.
KFBK	Sacramento, Calif.
*KFDA	Amarillo, Tex.
KFDM	Beaumont, Tex.
KFDY	Brookings, S. D.
KFEL	Denver
KFEQ	St. Joseph, Mo.
KFGQ	Boone, Ia.
KFH	Wichita, Kan.
KFI	Los Angeles
KFIO	Spokane, Wash.
KFIZ	Fond du Lac, Wis.
KFJB	Marshalltown, Ia.
KFJI	Klamath Falls, Ore.
KFJM	Grand Forks, N. D.
KFJZ	Fort Worth, Tex.
KFKA	Greeley, Colo.
KFKU	Lawrence, Kan.
KFNF	Shenandoah, Ia.
KFOR	Lincoln, Nebr.
KFOX	Long Beach, Calif.
KFPL	Dublin, Tex.
KFPW	Fort Smith, Ark.
KFPY	Spokane, Wash.
KFQD	Anchorage, Alaska
KFRC	San Francisco
KFRO	Longview, Tex.
KFRU	Columbia, Mo.
KFSD	San Diego, Calif.
KFSG	Los Angeles
KFUO	St. Louis
KFVD	Los Angeles
KFVS	Cape Girardeau, Mo.
KFWB	Hollywood, Calif.
KFXD	Nampa, Idaho
KFXJ	Grand Junction, Colo.
KFXM	San Bernardino, Calif.
KFYO	Lubbock, Tex.
KFYR	Bismarck, N. D.
KGA	Spokane, Wash.
KGAR	Tucson, Ariz.
KGB	San Diego, Calif.
KGBU	Ketchikan, Alaska
KGBX	Springfield, Mo.
KGCA	Decorah, Ia.
*KGCI	Coeur d'Alene, Ida.
KGCU	Mandan, N. D.
KGCX	Wolf Point, Mont.
KGDE	Fergus Falls, Minn.
KGDM	Stockton, Calif.
KGEK	Sterling, Colo.
KGER	Long Beach, Calif.
KGEZ	Kalispell, Mont.
KGFF	Shawnee, Okla.
KGFI	Brownsville, Tex.
KGFJ	Los Angeles
KGFL	Roswell, N. M.
KGFW	Kearney, Nebr.
KGFX	Pierre, S. D.
KGGF	Coffeyville, Kan.
KGGM	Albuquerque, N. M.
KGHF	Pueblo, Colo.
KGHI	Little Rock, Ark.
KGHL	Billings, Mont.
KGIR	Butte, Mont.
KGIW	Alamosa, Colo.
KGKB	Tyler, Tex.
KGKL	San Angelo, Tex.
KGKO	Fort Worth, Tex.
KGKY	Scottsbluff, Nebr.
KGLO	Mason City, Ia.
KGLU	Safford, Ariz.
KGMB	Honolulu, Hawaii
KGNC	Amarillo, Tex.
KGNF	N. Platte, Nebr.
KGNO	Dodge City, Kan.
KGO	San Francisco
KGU	Honolulu, Hawaii
*KGVL	Greenville, Tex.
KGVO	Missoula, Mont.
KGW	Portland, Ore.
KGY	Olympia, Wash.
KHBC	Hilo, Hawaii
KHBG	Okmulgee, Okla.
KHJ	Los Angeles
KHQ	Spokane, Wash.
KHSL	Chico, Calif.
KHUB	Watsonville, Calif.
KICA	Clovis, N. M.
KID	Idaho Falls, Idaho
KIDO	Boise, Idaho
KIDW	Lamar, Colo.
KIEM	Eureka, Calif.
KIEV	Glendale, Calif.
KINY	Juneau, Alaska
KIRO	Seattle, Wash.
KIT	Yakima, Wash.
KITE	Kansas City, Mo.
KIUL	Garden City, Kans.
KIUN	Pecos, Tex.
KIUP	Durango, Colo.
KJBS	San Francisco, Calif.
KJR	Seattle, Wash.
KLAH	Carlsbad, N. M.
KLBM	LaGrande, Ore.
KLCN	Blytheville, Ark.
KLO	Ogden, Utah
KLPM	Minot, N. D.
KLRA	Little Rock, Ark.
KLS	Oakland, Calif.
KLUF	Galveston, Texas
KLX	Oakland, Calif.
KLZ	Denver
KMA	Shenandoah, Ia.
KMAC	San Antonio, Tex.
KMBC	Kansas City
KMED	Medford, Ore.
KMJ	Fresno, Calif.
KMLB	Monroe, La.
†KMMJ	Clay Center, Nebr.
KMO	Tacoma, Wash.
KMOX	St. Louis
KMPC	Beverly Hills, Calif.
KMTR	Hollywood, Calif.
KNEL	Brady, Tex.
KNET	Palestine, Tex.
KNOW	Austin, Tex.
KNX	Los Angeles
KOA	Denver
KOAC	Corvallis, Ore.
KOAM	Pittsburg, Kan.
KOB	Albuquerque, N. M.
KOBH	Rapid City, S. Dak.
KOCA	Kilgore, Tex.
KOCY	Oklahoma City
KOH	Reno, Nev.
KOIL	Omaha, Nebr.
KOIN	Portland, Ore.
KOKO	La Junta, Colo.
KOL	Seattle, Wash.
KOMA	Oklahoma City
KOME	Tulsa, Okla.
KOMO	Seattle, Wash.
KONO	San Antonio, Tex.
KOOS	Marshfield, Ore.
KORE	Eugene, Ore.
KOTN	Pine Bluff, Ark.
KOVC	Valley City, N. Dak.
KOY	Phoenix, Ariz.
KPAB	Laredo, Tex.
KPAC	Port Arthur, Tex.
KPDN	Pampa, Tex.
KPFA	Helena, Mont.
KPLC	Lake Charles, La.
KPLT	Paris, Tex.
KPMC	Bakersfield, Cal.
KPO	San Francisco
KPOF	Denver
KPPC	Pasadena, Calif.
KPQ	Wenatchee, Wash.
KPRC	Houston, Tex.
KQV	Pittsburgh
KQW	San Jose, Calif.
KRBA	Lufkin, Tex.
KRBC	Abilene, Tex.
*KRBM	Bozeman, Mont.
KRE	Berkeley, Calif.
KRGV	Weslaco, Tex.
KRIC	Beaumont, Tex.
KRIS	Corpus Christi, Tex.
KRKD	Los Angeles
KRKO	Everett, Wash.
KRLC	Lewiston, Idaho
KRLD	Dallas, Tex.
KRLH	Midland, Tex.
KRMC	Jamestown, N. Dak.
KRMD	Shreveport, La.
KRNR	Roseburg, Ore.
KRNT	Des Moines, Ia.
KROC	Rochester, Minn.
*KROD	El Paso, Tex.
KROW	Oakland, Calif.
KROY	Sacramento, Calif.
KRQA	Santa Fe, N. M.
KRRV	Sherman, Tex.
KRSC	Seattle, Wash.
KSAC	Manhattan, Kan.
KSAL	Salina, Kan.
KSAM	Huntsville, Tex.
KSAN	San Francisco
KSCJ	Sioux City, Ia.
KSD	St. Louis
KSEI	Pocatello, Idaho
KSFO	San Francisco, Calif.
KSL	Salt Lake City, Utah
KSLM	Salem, Ore.
KSO	Des Moines, Ia.
KSOO	Sioux Falls, S. D.
KSRO	Santa Rosa, Calif.
KSTP	Minneapolis-St. Paul
KSUB	Cedar City, Utah
KSUN	Lowell, Ariz.
KTAR	Phoenix, Ariz.
KTAT	Fort Worth, Tex.
*KTBC	Austin, Tex.
KTBS	Shreveport, La.
KTEM	Temple, Tex.
KTFI	Twin Falls, Idaho
KTHS	Hot Springs, Ark.
KTKC	Visalia, Cal.
KTMS	Santa Barbara, Cal.
*KTOH	Lihue, Hawaii
KTOK	Oklahoma City
KTRB	Modesto, Calif.
KTRH	Houston, Tex.
KTRI	Sioux City, Ia.
KTSA	San Antonio, Tex.
KTSM	El Paso, Tex.
*KTSW	Emporia, Kan.
KTUL	Tulsa, Okla.
KTW	Seattle, Wash.
KUJ	Walla Walla, Wash.
KUMA	Yuma, Ariz.
KUOA	Siloam Springs, Ark.
KUSD	Vermillion, S. D.
KUTA	Salt Lake City
*KVAK	Atchison, Kan.
*KVAN	Vancouver, Wash.
KVCV	Redding, Calif.
KVEC	San Luis Obispo, Cal.
KVGB	Great Bend, Kan.
KVI	Tacoma, Wash.
KVNU	Logan, Utah
KVOA	Tucson, Ariz.
KVOD	Denver, Colo.
KVOE	Santa Ana, Calif.
KVOL	Lafayette, La.
KVOO	Tulsa, Okla.
KVOR	Colo. Springs, Colo.
KVOS	Bellingham, Wash.
KVOX	Moorhead, Minn.
KVRS	Rock Springs, Wyo.
KVSO	Ardmore, Okla.
*KVWC	Vernon, Tex.
*KWAL	Wallace, Idaho
KWBG	Hutchinson, Kan.
KWEW	Hobbs, N. M.
*KWFT	Wichita Falls, Tex.
KWG	Stockton, Calif.
KWJB	Globe, Ariz.
KWJJ	Portland, Ore.
KWK	St. Louis
KWKH	Shreveport, La.
KWLC	Decorah, Ia.
KWLK	Longview, Wash.
KWNO	Winona, Minn.
KWOC	Poplar Bluff, Mo.
KWOS	Jefferson City, Mo.
KWSC	Pullman, Wash.
KWTN	Watertown, S. D.
KWTO	Springfield, Mo.
KWYO	Sheridan, Wyo.
KXA	Seattle, Wash.
KXL	Portland, Ore.
KXO	El Centro, Calif.
KXOK	St. Louis, Mo.
KXRO	Aberdeen, Wash.
KXYZ	Houston, Tex.
KYA	San Francisco
*KYCA	Prescott, Ariz.
KYOS	Merced, Cal.
KYSM	Mankato, Minn.
KYW	Philadelphia

† *Authorized to move to Grand Island, Neb.*

(Continued on page 64)



The Dawn of a New Day

A DISTINGUISHED station serving the cultural center of America . . . . in a manner befitting the best traditions of Boston's cherished position in American history and American culture.

★

WCOP

Copley Plaza Hotel • • Boston, Mass.

An advertiser writes an ad for us!

This copy appeared as a double page advertisement in the Northwestern Banker—one of a series titled "Institutions That Make Iowa."

BROADENING Iowa's Radio Horizon

Radio's headline features are carried to American listeners over four great coast-to-coast networks. To hear and enjoy programs on three of them—Columbia, NBC Blue, and Mutual—most Iowa listeners depend on stations of the Iowa Network—WMT, Cedar Rapids-Waterloo; KSO, Des Moines; KRNT, Des Moines.

In span of time, the story of the Iowa Network is brief. But in achievement, it is monumental.

Prior to 1931, few Iowa stations could do an adequate job for listeners—or advertisers. Most stations were local, low in power, operating part-time. WMT at Waterloo, carried but a fraction of the Columbia programs. KSO was at Clarinda. KRNT was as yet unborn.

The Iowa Broadcasting Company, a subsidiary of the Des Moines Register-Tribune, entered the picture in November, 1931, determined to develop facilities that would bring to Iowa listeners many programs previously difficult or impossible to receive. This plan was realized through a series of strategic moves:

Station KSO was purchased, brought to Des Moines and affiliated with the NBC Blue Network. Daytime power was ultimately increased from 100 to 5000 watts.

Station KRNT was created by moving Station KWCR from Cedar Rapids to Des Moines and making it a basic station of the Columbia Network. Daytime power was ultimately increased from 100 to 5000 watts.

Station WMT was purchased, moved to a point where it could serve both Waterloo and Cedar Rapids, and also all eastern and central Iowa. The station joined the NBC Blue Network. Daytime power was ultimately increased from 500 to 5000 watts.

The Company has squarely met the increased program responsibility created by increased power. Locally-originated programs have been greatly improved. More chain-programs than ever before have been provided for Iowa listeners. Mutual Network service was added to KSO and WMT. The three stations also form the Iowa Network for transmission of special features.

Greater power and improved programs have produced a healthy growth in commercial broadcasts. Today, annual sales of time are approximately 10 times greater than sales in 1930 by the stations which later became the Iowa Network.

Greatly increased income has been returned manyfold to Iowa listeners through features hitherto unavailable. By fulfilling its plan for comprehensive radio service to the state, the Iowa Broadcasting Company has earned its place as one of the "Institutions that Make Iowa."

When the Iowa Broadcasting Company was launched in 1931, Company in Des radio expansion, the Iowa Broadc has in turn serve serving correspon of banking service for an increasing number of Iowa banks.

Prestige . . . Listener Preference . . . Plus Efficient Management . . . make the Iowa Network stations first choice of shrewd national advertisers.

BANKERS TRUST COMPANY · Des Moines

Member Federal Deposit Insurance Corporation

KRNT
WMT
KSO

C B S Basic
Des Moines

N B C Basic Blue—Mutual
Cedar Rapids—Waterloo

N B C Basic Blue—Mutual
Des Moines

Combination Rates for Iowa Network and W N A X, Yankton, S. D.

THE IOWA NETWORK

RADIO STATIONS OF THE DES MOINES REGISTER AND TRIBUNE

Represented Nationally by The Katz Agency

DIRECTORY OF U. S. BROADCASTING STATIONS BY CALL LETTERS

(Continued from page 62)

W

WAAB Boston
WAAF Chicago
WAAT Jersey City, N. J.
WAAW Omaha, Nebr.
WABC New York
WABI Bangor, Me.
WABY Albany, N. Y.
WACO Waco, Tex.
WADC Akron, O.
WAGA Atlanta
WAGF Dothan, Ala.
WAGM Presque Isle, Me.
WAIM Anderson, S. C.
WAIR Winston-Salem, N. C.
WALA Mobile, Ala.
WALR Zanesville, O.
WAML Laurel, Miss.
WAPI Birmingham, Ala.
WAPO Chattanooga, Tenn.
WARD Brooklyn
WASH Grand Rapids, Mich.
WATL Atlanta, Ga.
WATR Waterbury, Conn.
WAVE Louisville, Ky.
WAWZ Zarephath, N. J.
WAYX Waycross, Ga.
WAZL Hazleton, Pa.
WBAA W. Lafayette, Ind.
WBAL Baltimore
WBAP Fort Worth, Tex.
WBAX Wilkes-Barre, Pa.
WBBC Brooklyn
WBBL Richmond, Va.
WBBM Chicago
WBBR Brooklyn
WBBZ Ponca City, Okla.
WBCM Bay City, Mich.
WBEN Buffalo, N. Y.
WBEO Marquette, Mich.
WBHP Huntsville, Ala.
WBIG Greensboro, N. C.
WBIL New York City
WBLK Clarksburg, W. Va.
WBLY Lima, O.
WBNO New Orleans
WBNS Columbus, O.
WBNX New York
WBNY Buffalo, N. Y.
WBOW Terre Haute, Ind.
WBRB Red Bank, N. J.
WBRC Birmingham, Ala.
WBRE Wilkes-Barre, Pa.
WBRK Pittsfield, Mass.
WBRY Waterbury, Conn.
WBT Charlotte, N. C.
*WBTH Williamson, W. Va.
WBTM Danville, Va.
WBZ Boston
WBZA Springfield, Mass.
WCAD Canton, N. Y.
WCAE Pittsburgh
WCAL Northfield, Minn.
WCAM Camden, N. J.
WCAO Baltimore
WCAP Asbury Park, N. J.
WCAT Rapid City, S. D.
WCAU Philadelphia
WCAX Burlington, Vt.
WCAZ Carthage, Ill.
WCBA Allentown, Pa.
WCBD Chicago, Ill.
WCBM Baltimore
WCBS Springfield, Ill.
WCCO Minneapolis
WCFL Chicago
WCHS Charleston, W. Va.
WCHV Charlottesville, Va.
WCKY Cincinnati
WCLE Cleveland
WCLO Janesville, Wis.
WCLS Joliet, Ill.
WCMI Ashland, Ky.
WCNW Brooklyn
WCOA Pensacola, Fla.
WCOC Meridian, Miss.
WCOL Columbus, O.
WCOP Boston
*WCOS Columbia, S. C.
WCOU Lewiston, Me.
WCOV Montgomery, Ala.
WCPO Cincinnati
WCRW Chicago, Ill.
WCSC Charleston, S. C.
WCSH Portland, Me.
WDAE Tampa, Fla.
WDAF Kansas City, Mo.
WDAH El Paso, Tex.
WDAN Danville, Ill.
WDAS Philadelphia
WDAY Fargo, N. D.
WDBJ Roanoke, Va.
WDBO Orlando, Fla.
WDEL Wilmington, Del.
WDEV Waterbury, Vt.
WDGY Minneapolis
WDNC Durham, N. C.
WDOD Chattanooga, Tenn.
WDRC Hartford, Conn.
*WDSM Superior, Wis.
WDSU New Orleans
WDWS Champaign, Ill.
WDZ Tuscola, Ill.
WEAF New York
WEAN Providence, R. I.
WEAU Eau Claire, Wis.
WEBC Duluth, Minn.
WEBQ Harrisburg, Ill.
WEBR Buffalo, N. Y.
WEDC Chicago
WEED Rocky Mount, N. C.
WEEI Boston
WEEU Reading, Pa.
WELI New Haven, Conn.
WELL Battle Creek, Mich.
WEMP Milwaukee
WENR Chicago
*WENY Elmira, N. Y.
WEOA Evansville, Ind.
WESG Elmira, N. Y.
WEST Easton, Pa.
WEVD New York
WEW St. Louis
WEXL Royal Oak, Mich.
WFAA Dallas, Tex.
WFAM South Bend, Ind.
WFAS White Plains, N. Y.
WFBC Greenville, S. C.
WFBG Altoona, Pa.
WFBL Syracuse, N. Y.
WFBM Indianapolis
WFBR Baltimore
WFDF Flint, Mich.
WFEA Manchester, N. H.
WFIL Philadelphia
WFLA Tampa, Fla.
WFMD Frederick, Md.
*WFMJ Youngstown, O.
*WFNC Fayetteville, N. C.
WFOR Hattiesburg, Miss.
WFOY St. Augustine, Fla.
WFTC Kinston, N. C.
WGAL Lancaster, Pa.
WGAN Portland, Me.
WGAR Cleveland
WGAU Athens, Ga.
WGBB Freeport, N. Y.
WGBF Evansville, Ind.
WGBI Scranton, Pa.
WGCM Gulfport, Miss.
WGES Chicago
WGH Newport News, Va.
WGIL Galesburg, Ill.
*WGKV Charleston, W. Va.
WGL Fort Wayne, Ind.
WGN Chicago
*WGNC Gastonia, N. C.
WGNY Newburgh, N. Y.
WGPC Albany, Ga.
WGR Buffalo, N. Y.
WGRC New Albany, Ind.
WGRM Grenada, Miss.
WGST Atlanta
WGTM Wilson, N. C.
WGY Schenectady, N. Y.
WHA Madison, Wis.
WHAI Greenfield, Mass.
WHAM Rochester, N. Y.
WHAS Louisville, Ky.
WHAT Philadelphia
WHAZ Troy, N. Y.
WHB Kansas City, Mo.
WHBB Selma, Ala.
WHBC Canton, O.
WHBF Rock Island, Ill.
WHBI Newark, N. J.
WHBL Sheboygan, Wis.
WHBQ Memphis
WHBU Anderson, Ind.
†WHBY Green Bay, Wis.
WHDF Calumet, Mich.
WHDH Boston
WHDL Olean, N. Y.
WHEB Portsmouth, N. H.
WHEC Rochester, N. Y.
WHFC Cicero, Ill.
WHIO Dayton, O.
WHIP Hammond, Ind.
WHIS Bluefield, W. Va.
WHJB Greensburg, Pa.
WHK Cleveland
WHKC Columbus, O.
WHLB Virginia, Minn.
WHLS Port Huron, Mich.
WHMA Anniston, Ala.
WHN New York
WHO Des Moines, Ia.
WHOM Jersey City, N. J.
WHP Harrisburg, Pa.
WIBA Madison, Wis.
WIBC Indianapolis, Ind.
WIBG Glenside, Pa.
WIBM Jackson, Mich.
WIBU Poynette, Wis.
WIBW Topeka, Kan.
WIBX Utica, N. Y.
WICA Ashtabula, O.

† Authorized to move to Appleton, Wis.

WICC Bridgeport, Conn.
WIL St. Louis
WILL Urbana, Ill.
WILM Wilmington, Del.
WIND Gary, Ind.
WINS New York
WIOD Miami
WIP Philadelphia
WIRE Indianapolis
WIS Columbia, S. C.
WISN Milwaukee
WJAC Johnstown, Pa.
WJAG Norfolk, Nebr.
WJAR Providence, R. I.
WJAS Pittsburgh
WJAX Jacksonville, Fla.
WJBC Bloomington, Ill.
WJBK Detroit
WJBL Decatur, Ill.
WJBO Baton Rouge, La.
WJBW New Orleans
WJBY Gadsden, Ala.
WJDX Jackson, Miss.
WJEJ Hagerstown, Md.
WJHL Johnson City, Tenn.
*WJHP Jacksonville, Fla.
WJIM Lansing, Mich.
WJJD Chicago
*WJLS Beckley, W. Va.
*WJMC Rice Lake, Wis.
WJMS Ironwood, Mich.
WJNO W. Palm Beach, Fla.
WJR Detroit
WJRD Tuscaloosa, Ala.
WJSV Washington, D. C.
WJTN Jamestown, N. Y.
WJW Akron, O.
WJZ New York
WKAQ San Juan, P. R.
WKAR E. Lansing, Mich.
WKAT Miami Beach, Fla.
WKBB Dubuque, Ia.
WKBH La Crosse, Wis.
WKBN Youngstown, O.
WKBO Harrisburg, Pa.
WKBV Richmond, Ind.
WKBW Buffalo
WKBZ Muskegon, Mich.
WKEU Griffin, Ga.
WKOK Sunbury, Pa.
WKRC Cincinnati
WKST New Castle, Pa.
WKY Oklahoma City
WKZO Kalamazoo, Mich.
WLAC Nashville, Tenn.
WLAK Lakeland, Fla.
WLAP Lexington, Ky.
WLAW Lawrence, Mass.
WLB Minneapolis
WLBC Muncie, Ind.
WLBL Stevens Point, Wis.
WLBZ Bangor, Me.
WLEU Erie, Pa.
WLLH Lowell, Mass.
WLNH Laconia, N. H.
WLS Chicago
WLTH Brooklyn
WLVA Lynchburg, Va.
WLW Cincinnati
WMAL Washington, D. C.
WMAQ Chicago
WMAS Springfield, Mass.
WMAZ Macon, Ga.
WMBC Detroit
WMBD Peoria, Ill.
WMBG Richmond, Va.
WMBH Joplin, Mo.
WMBI Chicago
WMBO Auburn, N. Y.
WMBR Jacksonville, Fla.
WMBS Uniontown, Pa.
WMC Memphis
WMCA New York
WMEX Boston, Mass.
WMFD Wilmington, N. C.
WMFF Plattsburg, N. Y.
WMFG Hibbing, Minn.
WMFJ Daytona Beach, Fla.
WMFO Decatur, Ala.
WMFR High Point, N. C.
WMIN St. Paul, Minn.
WMMN Fairmont, W. Va.
WMPC Lapeer, Mich.
WMPS Memphis, Tenn.
WMRO Aurora, Ill.
WMSD Muscle Shoals City, Ala.
WMT Cedar Rapids, Ia.
WNAC Boston
WNAD Norman, Okla.
WNAX Yankton, S. D.
WNBC New Britain, Conn.
WNBF Binghamton, N. Y.
WNBH New Bedford, Mass.
WNBX Springfield, Vt.
WNBZ Saranac Lake, N. Y.
WNEL San Juan, P. R.
WNEW New York
WNLC New London, Conn.
WNOX Knoxville, Tenn.
WNYC New York
WOAI San Antonio, Tex.
WOC Davenport, Ia.
*WOCB Osterville, Mass.
WOI Ames, Ia.
WOKO Albany, N. Y.
WOL Washington, D. C.
WOLS Florence, S. C.
WOMI Owensboro, Ky.
WOMT Manitowoc, Wis.
WOOD Grand Rapids, Mich.
WOPI Bristol, Tenn.
WOR Newark, N. J.
WORC Worcester, Mass.
WORK York, Pa.
WORL Boston, Mass.
WOSU Columbus, O.
WOV New York
WOW Omaha, Nebr.
WOWO Fort Wayne, Ind.
WPAD Paducah, Ky.
WPAR Parkersburg, W. Va.
WPAX Thomasville, Ga.
WPAY Portsmouth, O.
WPEN Philadelphia
WPG Atlantic City, N. J.
WPIC Sharon, Pa.
*WPIV Petersburg, Va
WPRA Mayaguez, P. R.
WPRO Providence, R. I.
WPRP Ponce, P. R.
WPTF Raleigh, N. C.
WQAM Miami
WQAN Scranton, Pa.
WQBC Vicksburg, Miss.
WQDM St. Albans, Vt.
WQXR New York
WRAK Williamsport, Pa.
*WRAL Raleigh, N. C.
WRAW Reading, Pa.
WRBL Columbus, Ga.
WRC Washington, D. C.
WRDO Augusta, Me.
WRDW Augusta, Ga.
WREC Memphis
WREN Lawrence, Kan.
WRGA Rome, Ga.
WRJN Racine, Wis.
*WRKL Rock Hill, S. C.
WRNL Richmond, Va.
WROK Rockford, Ill.
WROL Knoxville, Tenn.
WRR Dallas, Tex.
WRTD Richmond, Va.
WRUF Gainsville, Fla.
WRVA Richmond, Va.
WSAI Cincinnati
WSAJ Grove City, Pa.
WSAL Salisbury, Md.
WSAN Allentown, Pa.
WSAR Fall River, Mass.
WSAU Wausau, Wis.
*WSAV Savannah, Ga.
WSAY Rochester, N. Y.
WSAZ Huntington, W. Va.
WSB Atlanta
WSBC Chicago
WSBT South Bend, Ind.
WSFA Montgomery, Ala.
WSGN Birmingham
WSIX Nashville, Tenn.
WSJS Winston-Salem, N. C.
WSLI Jackson, Miss.
WSM Nashville, Tenn.
WSMB New Orleans
WSMK Dayton, O.
WSNJ Bridgeton, N. J.
WSOC Charlotte, N. C.
WSPA Spartanburg, S. C.
WSPD Toledo, O.
WSPR Springfield, Mass.
WSTP Salisbury, N. C.
WSUI Iowa City, Ia.
WSUN St. Petersburg, Fla.
WSVA Harrisonburg, Va.
WSVS Buffalo, N. Y.
WSYB Rutland, Vt.
WSYR-WSYU Syracuse, N.Y.
WTAD Quincy, Ill.
WTAG Worcester, Mass.
WTAL Tallahassee, Fla.
WTAM Cleveland
WTAQ Green Bay, Wis.
WTAR Norfolk, Va.
WTAW College Station, Tex.
WTAX Springfield, Ill.
WTBO Cumberland, Md.
WTCN Minneapolis
WTEL Philadelphia
WTHT Hartford, Conn.
WTIC Hartford, Conn.
WTJS Jackson, Tenn.
*WTMA Charleston, S. C.
WTMJ Milwaukee
WTMV East St. Louis, Ill.
WTNJ Trenton, N. J.
WTOC Savannah, Ga.
WTOL Toledo
WTRC Elkhart, Ind.
*WTRY Troy, N. Y.
WVFW Brooklyn
WWAE Hammond, Ind.
WWJ Detroit
WWL New Orleans
WWNC Asheville, N. C.
WWRL Woodside, N. Y.
WWSW Pittsburgh
WWVA Wheeling, W. Va.
WXYZ Detroit

★ Sales Success! ★

A SKILLED, high-type, Sales Organization is available to increase your station's revenue thru the sale of time — at present considered unsaleable — no added cost to you.

We are serving clear channel, high power regional and local stations . . . . . . SUCCESSFULLY.

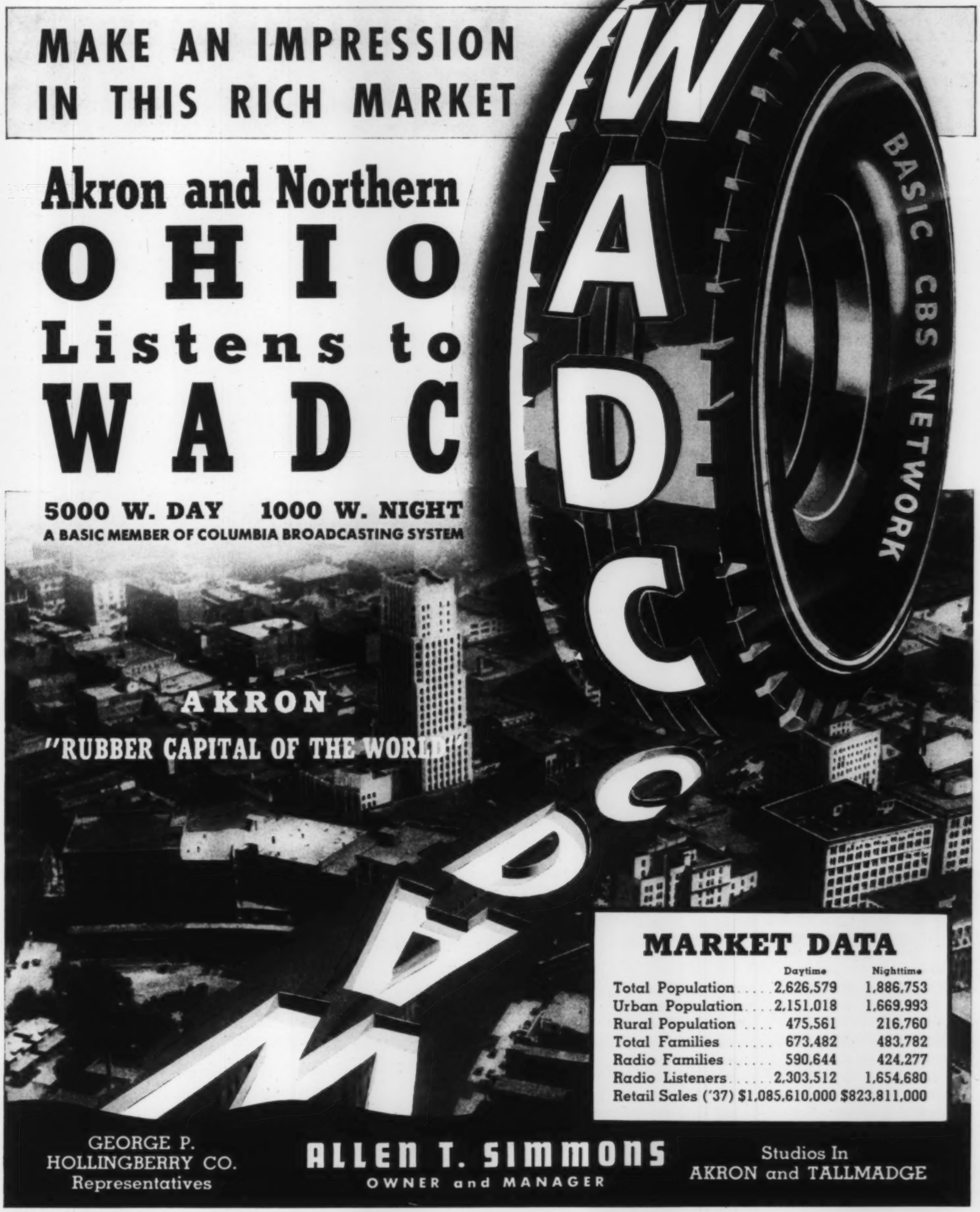
Prospectus sent to those interested—no obligation.

For complete information write or wire—

The Radio Station Sales Company

4555 Linnean Avenue, N. W.
Washington, D. C.

XUM



MAKE AN IMPRESSION IN THIS RICH MARKET

Akron and Northern OHIO Listens to WADC

5000 W. DAY 1000 W. NIGHT
A BASIC MEMBER OF COLUMBIA BROADCASTING SYSTEM

AKRON
"RUBBER CAPITAL OF THE WORLD"

MARKET DATA

	Daytime	Nighttime
Total Population	2,626,579	1,886,753
Urban Population	2,151,018	1,669,993
Rural Population	475,561	216,760
Total Families	673,482	483,782
Radio Families	590,644	424,277
Radio Listeners	2,303,512	1,654,680
Retail Sales ('37)	$1,085,610,000	$823,811,000

GEORGE P.
HOLLINGBERRY CO.
Representatives

ALLEN T. SIMMONS
OWNER and MANAGER

Studios In
AKRON and TALLMADGE

DIRECTORY OF U. S. BROADCASTING STATIONS BY FREQUENCIES

(Licensed or Authorized by FCC as of January 15, 1939)

**CP granted for increase in power. †Construction permit for new station. ‡Special authorization for power or frequency. CP—Construction permit for frequency.*
L- Limited time; operates night hours only when dominant station is not operating

Call Letters	City	Day Power in Watts	Night Power in Watts
550 KC. REGIONAL			
KFUO	St. Louis	1,000	500
KFYR	Bismarck, N. D.	5,000	1,000
KOAC	Corvallis, Ore.	1,000	1,000
KSD	St. Louis	5,000	1,000
KTSA	San Antonio	5,000	1,000
WDEV	Waterbury, Vt.	500	-----
WGR	Buffalo, N. Y.	5,000	1,000
WKRC	Cincinnati	5,000	1,000
WSVA	Harrisonburg, Va.	500	-----
560 KC. REGIONAL			
KFDM	Beaumont, Tex.	1,000	500
KLZ	Denver	5,000	1,000
KSFO	San Francisco	5,000	1,000
KWTO	Springfield, Mo.	5,000	-----
WFIL	Philadelphia	1,000	1,000
WIND	Gary, Ind.	5,000	1,000
WIS	Columbia, S. C.	5,000	1,000
WQAM	Miami, Fla.	1,000	1,000
570 KC. REGIONAL			
KGKO	Fort Worth, Tex.	5,000	1,000
KMTR	Los Angeles	1,000	1,000
KVI	Tacoma, Wash.	5,000	1,000
WKBN	Youngstown, O.	500	500
WMCA	New York	1,000	1,000
WNAX	Yankton, S. D.	5,000	1,000
WOSU	Columbus, O.	1,000	750
WSYR	Syracuse, N. Y.	1,000	1,000
WWNC	Asheville, N. C.	1,000	1,000
580 KC. REGIONAL—CANADIAN SHARED			
KMJ	Fresno, Calif.	1,000	1,000
KSAC	Manhattan, Kan.	1,000	500
WCHS	Charleston, W. Va.	1,000	500
WDBO	Orlando, Fla.	5,000	1,000
WILL	Urbana, Ill.	5,000	-----
WIBW	Topeka, Kan.	5,000	1,000
WTAG	Worcester, Mass.	1,000	1,000
590 KC. REGIONAL			
KHQ	Spokane, Wash.	5,000	1,000
WEEI	Boston	5,000	1,000
WKZO	Kalamazoo, Mich.	1,000	250
WOW	Omaha, Nebr.	5,000	1,000
600 KC. REGIONAL—CANADIAN SHARED			
KFSD	San Diego, Calif	1,000	1,000
WCAO	Baltimore	1,000	500
WICC	Bridgeport, Conn.	1,000	500
WMT	Cedar Rapids, Ia.	5,000	1,000
WREC	Memphis	5,000	1,000
610 KC. REGIONAL			
†KFAR	Fairbanks, Alaska	1,000	1,000
KFRC	San Francisco	5,000	1,000
WDAF	Kansas City	5,000	1,000
WIOD	Miami	1,000	1,000
WIP	Philadelphia	1,000	1,000
WCLE	Cleveland	500	-----
620 KC. REGIONAL			
KGW	Portland, Ore.	5,000	1,000
KTAR	Phoenix, Ariz.	1,000	1,000
†KWFT	Wichita Falls, Tex.	1,000	250
WFLA	Tampa, Fla.	5,000	1,000
WSUN	St. Petersburg, Fla.	5,000	1,000
WHJB	Greensburg, Pa.	250	-----
WLBZ	Bangor, Me.	1,000	500
WTMJ	Milwaukee	5,000	1,000
630 KC. REGIONAL—CANADIAN SHARED			
KFRU	Columbia, Mo.	1,000	500
KGFX	Pierre, S. D.	200	-----
WGBF	Evansville, Ind.	1,000	500
WMAL	Washington, D.C.	500	250
WPRO	Providence, R. I.	1,000	500
640 KC. CLEAR			
KFI	Los Angeles	50,000	50,000
WHKC	Columbus, O.	500	500
WOI	Ames, Ia.	5,000	-----
WGAN	Portland, Me.	500	500
650 KC. CLEAR			
KIRO	Seattle (‡710 kc.)	250 ‡1,000	250 ‡1,000
WSM	Nashville, Tenn.	50,000	50,000
660 KC. CLEAR			
WAAW	Omaha, Nebr.	500	-----
WEAF	New York	50,000	50,000
670 KC. CLEAR			
WMAQ	Chicago	50,000	50,000
680 KC. CLEAR			
KFEQ	St. Joseph, Mo.	2,500	-----
KPO	San Francisco	50,000	50,000
WLAW	Lawrence, Mass.	1,000	-----
WPTF	Raleigh, N. C.	5,000	5,000
690 KC. CANADIAN EXCLUSIVE			
700 KC. CLEAR			
WLW	Cincinnati	50,000 ‡500,000	50,000 ‡500,000
710 KC. CLEAR			
KIRO	Seattle	‡1,000	‡1,000
KMPC	Beverly Hills, Calif.	500	L-500
WOR	Newark, N. J.	50,000	50,000
720 KC. CLEAR			
WGN	Chicago	50,000	50,000
730 KC. CANADIAN EXCLUSIVE			
740 KC. CLEAR			
KMMJ	Clay Center, Neb.**	1,000	L-1,000
KTRB	Modesto, Calif	250	-----
WHEB	Portsmouth, N. H.	250	-----
WSB	Atlanta	50,000	50,000
*** Authorized to move to Grand Island, Neb.*			
750 KC. CLEAR			
KGU	Honolulu, Hawaii	2,500	2,500
WJR	Detroit	50,000	50,000
760 KC. CLEAR			
KXA	Seattle	500 *1,000	250 *1,000
WEW	St. Louis	1,000	-----
WJZ	New York	50,000	50,000
‡WBAL	Baltimore	-----	‡2,500
WCAL	Northfield, Minn.	5,000	-----
WLB	Minneapolis	5,000	-----
770 KC. CLEAR			
KFAB	Lincoln, Nebr.	10,000	10,000
WBBM	Chicago	50,000	50,000
780 KC. REGIONAL—CANADIAN SHARED			
KEHE	Los Angeles	5,000	1,000
KFDY	Brookings, S. D.	1,000	-----
KFQD	Anchorage, Alaska	250	250
KGHL	Billings, Mont.	5,000	1,000
KWLK	Longview, Wash.	250	-----
WEAN	Providence, R. I.	5,000	1,000
WMC	Memphis	5,000	1,000
WPIC	Sharon, Pa.	250	-----
WTAR	Norfolk, Va.	1,000 *5,000	1,000 1,000
790 KC. CLEAR			
KGO	San Francisco	7,500	7,500
WGY	Schenectady, N. Y.	50,000	50,000
KOAM	Pittsburg, Kan.	1,000	-----
800 KC. CLEAR			
WBAP	Fort Worth, Tex.	50,000	50,000
WFAA	Dallas, Tex.	50,000	50,000
WTBO	Cumberland, Md.	250	-----
810 KC. CLEAR			
WCCO	Minneapolis	50,000	50,000
WNYC	New York	1,000	-----
820 KC. CLEAR			
WHAS	Louisville	50,000	50,000
830 KC. CLEAR			
KOA	Denver	50,000	50,000
WEEU	Reading, Pa.	1,000	-----
WHDH	Boston	1,000	-----
WRUF	Gainesville, Fla.	5,000	L-5,000
840 KC. CANADIAN EXCLUSIVE			
850 KC. CLEAR			
KIEV	Glendale, Calif.	250	-----
KWKH	Shreveport, La. (‡1100 kc.)	10,000	10,000
‡WESG	Elmira, N. Y.	1,000	-----
WWL	New Orleans	50,000	50,000
WKAR	E. Lansing, Mich.	1,000 *5,000	----- -----
860 KC. CLEAR			
WABC	New York	50,000	50,000
WHB	Kansas City	1,000	-----
870 KC. CLEAR			
WENR	Chicago	50,000	50,000
WLS	Chicago	50,000	50,000
880 KC. REGIONAL—CANADIAN SHARED			
KFKA	Greeley, Colo.	1,000	500
KLX	Oakland, Calif.	1,000	1,000
KPOF	Denver	1,000	1,000
WCOC	Meridian, Miss.	1,000	1,000
WGBI	Scranton, Pa.	1,000	500
WRNL	Richmond, Va.	500	500
WQAN	Scranton, Pa.	1,000	500
WSUI	Iowa City, Ia.	1,000	500
†KVAN	Vancouver, Wash.	250	-----
890 KC. REGIONAL			
KARK	Little Rock, Ark.	1,000	500
KFNF	Shenandoah, Ia.	1,000 *5,000	500 *1,000
KFPY	Spokane, Wash.	5000	1,000
KUSD	Vermillion, S. D.	500	500
WBAA	West Lafayette, Ind.	1,000	500
WGST	Atlanta	5,000	1,000
WJAR	Providence, R. I.	5,000	1,000
WMMN	Fairmont, W. Va.	5,000	1,000
900 KC. REGIONAL			
KGBU	Ketchikan, Alaska	500	500
KHJ	Los Angeles	5,000	1,000
KSEI	Pocatello, Idaho	1,000	250
WBEN	Buffalo, N. Y.	5,000	1,000
WFMD	Frederick, Md.	500	-----
WJAX	Jacksonville, Fla.	5,000	1,000
WKY	Oklahoma City	5,000	1,000
WLBL	Stevens Point, Wis.	5,000	-----
WTAD	Quincy, Ill	1,000	-----
910 KC. CANADIAN EXCLUSIVE			
920 KC. REGIONAL			
KFEL	Denver	500	500
KOMO	Seattle	5,000	1,000
KPRC	Houston, Tex.	5,000	1,000
KVOD	Denver	500	500
WAAF	Chicago	1,000	-----
WORL	Boston, Mass.	500	-----
WPEN	Philadelphia	1,000	1,000
WSPA	Spartanburg, S. C.	1,000	-----
WWJ	Detroit	5,000	1,000
930 KC. REGIONAL—CANADIAN SHARED			
KMA	Shenandoah, Ia.	5,000	1,000
KROW	Oakland, Calif.	1,000	1,000
WBRC	Birmingham	5,000	1,000
WDBJ	Roanoke, Va.	5,000	1,000
WELI	New Haven, Conn.	500	250
940 KC. REGIONAL			
KOIN	Portland, Ore.	5,000	1,000
WAAT	Jersey City, N. J.	500	-----
WAVE	Louisville	1,000	1,000
WCSH	Portland, Me.	2,500	1,000
WDAY	Fargo, N. D.	5,000	1,000
WHA	Madison, Wis.	5,000	-----
WICA	Ashtabula, O.	250	-----
950 KC. REGIONAL			
KFWB	Hollywood, Calif	5,000	1,000
KMBC	Kansas City	5,000	1,000
WRC	Washington, D. C.	5,000	1,000
†WTRY	Troy, N. Y.	1,000	-----
960 KC. CANADIAN EXCLUSIVE			
970 KC. CLEAR			
KJR	Seattle	5,000	5,000
WCFL	Chicago	5,000	‡5,000
WIBG	Glenside, Pa.	100	-----
980 KC. CLEAR			
KDKA	Pittsburgh	50,000	50,000
990 KC. CLEAR			
WBZ	Boston	50,000	50,000
WBZA	Springfield, Mass.	1,000	1,000
1000 KC. CLEAR			
KFVD	Los Angeles	1,000	L-1,000
WHO	Des Moines	50,000	50,000
1010 KC. REGIONAL—CANADIAN SHARED			
KGGF	Coffeyville, Kan.	1,000	1,000
KQW	San Jose, Calif.	1,000 *5,000	1,000 1,000
WHN	New York	5,000	1,000
WNAD	Norman, Okla.	1,000	1,000
WNOX	Knoxville, Tenn.	5,000	1,000
1020 KC. CLEAR			
KYW	Philadelphia	10,000	10,000
WDZ	Tuscola, Ill.	250 *1,000	----- -----
1030 KC. CANADIAN EXCLUSIVE			
CKLW	Detroit-Windsor	5,000	5,000
1040 KC. CLEAR			
KRLD	Dallas	10,000 *50,000	10,000 *50,000
KTHS	Hot Springs, Ark. (‡1060 kc.)	10,000	10,000
‡KWJJ	Portland, Ore.	500	500
KYOS	Merced, Cal.	250	-----
WESG	Elmira, N. Y. (‡850 kc.)	1,000	-----
‡WTIC	Hartford, Conn.	50,000	50,000
1050 KC. CLEAR			
KFBI	Abilene, Kan.	5,000	L-5,000
KNX	Los Angeles	50,000	50,000
WEAU	Eau Claire, Wis.	1,000	L-1,000
WIBC	Indianapolis	1,000	-----
1060 KC. CLEAR			
‡KTHS	Hot Springs	10,000	10,000
KWJJ	Portland, Ore. (‡1040 kc)	500	500
WBAL	Baltimore (‡760 kc)	10,000	10,000
WJAG	Norfolk, Nebr.	1,000	1,000
WTIC	Hartford, Conn. (‡1040 kc)	50,000	50,000
1070 KC. CLEAR			
KJBS	San Francisco	500	L-500
WCAZ	Carthage, Ill.	100	-----
WTAM	Cleveland	50,000	50,000
1080 KC. CLEAR			
WBT	Charlotte, N. C.	50,000	50,000
WCBD	Chicago, Ill.	5,000	L-5,000
WMBI	Chicago	5,000	L-5,000
1090 KC. CLEAR			
KMOX	St. Louis	50,000	50,000
1100 KC. CLEAR—CANADIAN SHARED			
KGDM	Stockton, Calif.	1,000	-----
KWKH	Shreveport, La.	‡10,000	‡10,000
WBIL	New York	5,000	5,000
WPG	Atlantic City, N. J.	5,000	5,000
1110 KC. CLEAR			
KSOO	Sioux Falls, S. D.	5,000	L-5,000
WRVA	Richmond, Va.	5,000 *50,000	5,000 *50,000
1120 KC. REGIONAL—CANADIAN SHARED			
KFIO	Spokane, Wash.	100	-----
KFSG	Los Angeles	2,500	500
KRKD	Los Angeles	2,500	500
KRSC	Seattle	250	250
†KTBC	Austin, Tex.	1,000	-----
WCOP	Boston	500	-----
WDEL	Wilmington, Del.	500	250
WJBO	Baton Rouge	500	500
WISN	Milwaukee	1,000	250
WTAW	College Station, Tex.	500	500
1130 KC. CLEAR			
KSL	Salt Lake City	50,000	50,000
WJJD	Chicago	20,000	L-20,000
WOV	New York	1,000	L-1,000
1140 KC. CLEAR			
KVOO	Tulsa, Okla.	25,000	25,000
WAPI	Birmingham	5,000	5,000
WSPR	Springfield Mass.	500	L-500
1150 KC. CLEAR			
WHAM	Rochester, N. Y.	50,000	50,000
1160 KC. CLEAR			
WOWO	Fort Wayne, Ind.	10,000	10,000
WWVA	Wheeling, W. Va.	5,000	5,000
1170 KC. CLEAR			
WCAU	Philadelphia	50,000	50,000
1180 KC. CLEAR			
KEX	Portland, Ore.	5,000	5,000
KOB	Albuquerque, N.M.	10,000	10,000
WDGY	Minneapolis	5,000	L-1,000
WINS	New York	1,000	L-1,000
WMAZ	Macon, Ga.	5,000	L-1,000
1190 KC. CLEAR			
KTKC	Visalia, Cal.	250	-----
WATR	Waterbury, Conn. (CP 1290 kc.)	100 *250	L-100 *250
WOAI	San Antonio, Tex.	50,000	50,000
WSAZ	Huntington, W. Va.	1,000	L-1,000
1200 KC. LOCAL			
KADA	Ada, Okla.	100	100
KAST	Astoria, Ore.	250	100
KBTM	Jonesboro, Ark.	100	-----
KELO	Sioux Falls, S. D.	100	100
KFJB	Marshalltown, Ia.	250	100
KFXD	Nampa, Idaho	250	100
KFXJ	Grand Junc.,Colo.	250	100
†KGCI	Coeur d'Alene, Ida.	100	-----
KGDE	Fergus Falls, Minn.	250	100
KGEK	Sterling, Colo.	100	100
KGFJ	Los Angeles	100	100
KGHI	Little Rock, Ark.	250	100
†KGVL	Greenville, Tex.	100	-----
KMLB	Monroe, La.	250	100
KOOS	Marshfield, Ore.	250	100

(*Continued on page 68*)

MORNING, NOON and NIGHT...

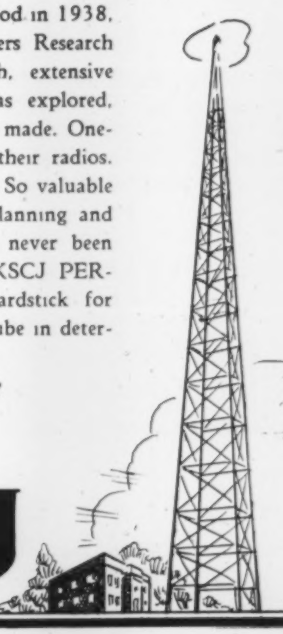
POWER		8:00 A.M.-12:30 NOON Morning Listeners		12:30 to 6:00 P.M. Afternoon Listeners		6:00 P.M. to 12: P.M. Evening Listeners		GRAND TOTALS	
		ACTUAL NO.	APPROX. %	ACTUAL NO.	APPROX. %	ACTUAL NO.	APPROX. %		
KSCJ	5,000 Day 1,000 Nite	1,796	52%	1,626	50%	3,321	53%	6,743	52%
NEBRASKA STATION B	5,000 Day 1,000 Nite	870	25%	1,025	32%	1,873	30%	3,768	29%
S. DAKOTA STATION C	5,000 Day 1,000 Nite	303	9%	198	6%	520	8%	1,021	8%
NEBRASKA STATION D	10,000 Day	202	1%	117	3%	282	4%	601	4%
MINN. STATION E	50,000 Day	48	6%	30	1%	34	1%	112	1%
MISCEL STATIONS F		253	7%	249	8%	253	4%	755	6%
TOTAL		3,472	100%	3,245	100%	6283	100%	13,000	100%

IT'S KSCJ The JOURNAL *Sioux City, Iowa*

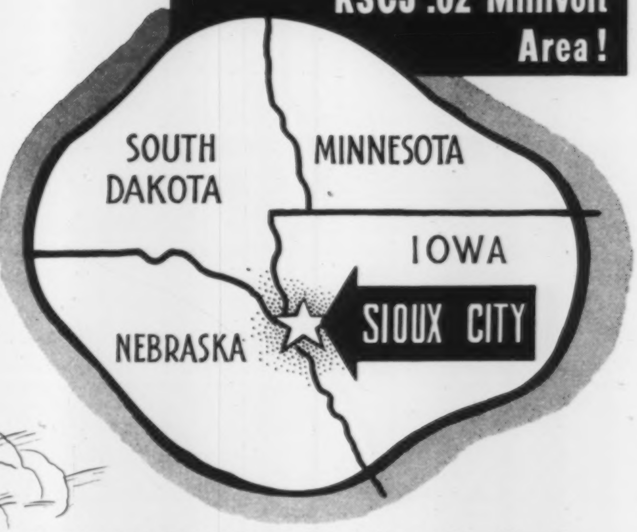
QUESTIONS: "Is your radio turned on? If so, what station are you listening to?"

Day after day, throughout a five-month period in 1938, trained investigators for Midwest Consumers Research asked these questions throughout the rich, extensive KSCJ area. Every period of the day was explored, checked again and again. 38,350 calls were made. One-third of them, 13,000, were listening to their radios. And 52% of them were listening to KSCJ. So valuable was this daily survey in KSCJ program planning and guidance to KSCJ advertisers that it has never been discontinued. Today it is known as the KSCJ PERPETUAL SURVEY . . . a constant yardstick for station programming . . . an amazing test-tube in determining effective advertising.

Wouldn't you like to know more about it?



Over 1,688,070 Listeners in KSCJ .02 Millivolt Area!



KSCJ

AFFILIATED WITH C.B.S.
Represented by GEORGE HOLLINGBERY
C. W. CORKHILL Manager

DIRECTORY OF U. S. BROADCASTING STATIONS BY FREQUENCIES

(Continued from page 66)

Call Letters	City	Day Power in Watts	Night Power in Watts
	1200 KC. LOCAL (Cont.)		
KSUN	Lowell, Ariz.	250	100
KVCV	Redding, Cal.	100	100
KVEC	San Luis Obispo, Cal.	250	100
KVNU	Logan, Utah	100	100
KVOS	Bellingham, Wash.	100	100
KWG	Stockton, Calif.	100	100
KWNO	Winona, Minn.	250	-----
WABI	Bangor, Me.	250	100
WAIM	Anderson, S. C.	100	100
WAYX	Waycross, Ga.	250	100
WBBZ	Ponca City, Okla.	250	100
WBHP	Huntsville, Ala.	100	100
WCAT	Rapid City, S. D.	100	-----
WCAX	Burlington, Vt.	250	100
WCLO	Janesville, Wis.	250	100
WOPO	Cincinnati	250	100
†WDSM	Superior, Wis.	100	100
†WENY	Elmira, N. Y.	250	-----
WEST	Easton, Pa.	250	100
WFAM	South Bend, Ind.	100	100
WFTC	Kinston, N. C.	250	100
WHBC	Canton, O.	100	100
		*250	100
WHBY	Green Bay, Wis.**	250	100
WIBX	Utica, N. Y.	250	100
WIL	St. Louis	250	100
WJBC	Bloomington, Ill.	250	100
WJBL	Decatur, Ill.	100	100
WJBW	New Orleans	100	100
WJHL	Johnson City, Tenn.	250	100
WJNO	W. Palm Beach, Fla.	250	100
WJRD	Tuscaloosa, Ala.	250	-----
WKBO	Harrisburg, Pa.	250	100
WLVA	Lynchburg, Va.	250	100
WMFR	High Point, N. C.	100	100
WMPC	Lapeer, Mich.	250	100
WOLS	Florence, S. C.	100	-----
WRBL	Columbus, Ga.	250	100
WSAL	Salisbury, Md.	250	-----
WTHT	Hartford, Conn.	100	100
WTOL	Toledo, O.	100	-----
WWAE	Hammond, Ind.	100	100

***Authorized to move to Appleton, Wis.*

Call Letters	City	Day Power in Watts	Night Power in Watts
	1210 KC. LOCAL		
KALB	Alexandria, La.	250	100
KANS	Wichita, Kan.	100	100
KASA	Elk City, Okla.	100	100
KDLR	Devils Lake, N. D.	250	100
KDON	Monterey, Calif.	100	100
KFJI	Klamath Falls, Ore.	100	100
KFOR	Lincoln, Nebr.	250	100
KFPW	Fort Smith, Ark.	100	100
KFVS	Cape Girardeau, Mo.	250	100
KFXM	San Bernardino, Cal.	100	100
KGLO	Mason City, Iowa	250	100
KGY	Olympia, Wash.	100	100
KHBG	Okmulgee, Okla.	100	-----
KIUL	Garden City, Kans.	100	100
KLAH	Carlsbad, N. M.	250	100
KOCA	Kilgore, Tex.	250	100
KPFA	Helena, Mont.	250	100
KPPC	Pasadena, Calif.	100	100
KROY	Sacramento, Cal.	100	-----
KVSO	Ardmore, Okla.	250	100
KWJB	Globe, Ariz.	250	100
KWTN	Watertown, S. D.	100	100
WALR	Zanesville, O.	100	100
WBAX	Wilkes-Barre, Pa.	100	100
WBBL	Richmond, Va.	100	100
WBLY	Lima, O.	100	-----
WBRB	Red Bank, N. J.	100	100
WCOL	Columbus, O.	100	100
WCOU	Lewiston, Me.	100	100
WCOV	Montgomery, Ala.	100	-----
WCRW	Chicago	100	100
WEBQ	Harrisburg, Ill.	250	100
WEDC	Chicago	100	100
WFAS	White Plains, N. Y.	100	100
WFOY	St. Augustine, Fla.	250	100
WGBB	Freeport, N. Y.	100	100
WGCM	Gulfport, Miss	250	100
WGNY	Newburgh, N. Y.	100	100
	(CP 1220 kc).	*250	-----
WGRM	Grenada, Miss.	250	100
WHAI	Greenfield, Mass.	250	-----
WHBU	Anderson, Ind.	250	100
WIBU	Poynette, Wis.	250	100
WJBY	Gadsden, Ala.	250	100
WJEJ	Hagerstown, Md.	100	100
WJIM	Lansing, Mich.	250	100
†WJLS	Beckley, W. Va.	250	100
†WJMC	Rice Lake, Wisc.	250	-----
WJTN	Jamestown, N. Y.	250	100
WJW	Akron, O.	250	100
WKOK	Sunbury, Pa.	100	100
WMFG	Hibbing, Minn.	250	100
†WOCB	Osterville, Mass.	250	100
WOMT	Manitowoc, Wis.	100	100
WPAX	Thomasville, Ga.	250	100
†WPIV	Petersburg, Va.	250	100
†WRAL	Raleigh, N. C.	250	100
WSAY	Rochester, N. Y.	250	100
WSBC	Chicago	250	100
WSIX	Nashville, Tenn.	250	100
WSNJ	Bridgeton, N. J.	100	-----
WSOC	Charlotte, N. C.	250	100
†WTMA	Charleston, S. C.	250	100
WTAX	Springfield, Ill.	100	100

Call Letters	City	Day Power in Watts	Night Power in Watts
	1220 KC. REGIONAL		
KTMS	Santa Barbara	500	500
KFKU	Lawrence, Kan.	5,000	1,000
KTW	Seattle	1,000	1,000
KWSC	Pullman, Wash.	5,000	1,000
WCAD	Canton, N. Y.	500	-----
WCAE	Pittsburgh	5,000	1,000
WDAE	Tampa, Fla.	5,000	1,000
WGNY	(CP) Newburgh, N.Y.	*250	-----
WREN	Lawrence, Kan.	5,000	1,000
	1230 KC. REGIONAL		
KGBX	Springfield, Mo.	500	500
KGGM	Albuquerque, N. M.	1,000	1,000
KYA	San Francisco	5,000	1,000
WFBM	Indianapolis	5,000	1,000
WNAC	Boston	5,000	1,000
WOL	(CP) Washington, D. C.	1,000	1,000
	1240 KC. REGIONAL		
KGCU	Mandan, N. D.	250	250
KTAT	Fort Worth, Tex.	1,000	1,000
KTFI	Twin Falls, Idaho	1,000	1,000
WHBF	Rock Island, Ill.	1,000	1,000
WKAQ	San Juan, P. R.	1,000	1,000
WXYZ	Detroit	1,000	1,000
	1250 KC. REGIONAL		
KFOX	Long Beach, Calif.	1,000	1,000
		*5,000	1,000
KIT	Yakima, Wash.	1,000	500
KXOK	St. Louis, Mo.	1,000	1,000
WAIR	Winston-Salem, N.C.	250	-----
WDSU	New Orleans	1,000	1,000
WHBI	Newark, N. J.	2,500	1,000
WKST	New Castle, Pa.	250	-----
WMRO	Aurora, Ill.	250	-----
WNEW	New York City	2,500	1,000
WTCN	Minneapolis	5,000	1,000
	1260 KC. REGIONAL		
KGVO	Missoula, Mont.	5,000	1,000
KHSL	Chico, Cal.	250	250
KOIL	Omaha	5,000	1,000
KPAC	Port Arthur, Tex.	500	-----
KRGV	Weslaco, Tex.	1,000	1,000
KUOA	Siloam Springs, Ark.	5,000	-----
KVOA	Tucson, Ariz.	1,000	1,000
WHIO	Dayton, O.	5,000	1,000
WNBX	Springfield, Vt.	1,000	1,000
WTOC	Savannah, Ga.	1,000	1,000
		*5,000	1,000
	1270 KC. REGIONAL		
KGCA	Decorah, Ia.	100	-----
KOL	Seattle	5,000	1,000
KVOR	Colorado Springs	1,000	1,000
KWLC	Decorah, Ia.	100	-----
WASH	Grand Rapids, Mich.	500	500
WFBR	Baltimore	1,000	500
		*5,000	*1,000
WJDX	Jackson, Miss.	5,000	1,000
WOOD	Grand Rapids, Mich.	500	500
	1280 KC. REGIONAL		
KLS	Oakland	250	250
KFBB	Great Falls, Mont.	5,000	1,000
WCAM	Camden, N. J.	500	500
WCAP	Asbury Park, N. J.	500	500
WDOD	Chattanooga, Tenn.	5,000	1,000
WIBA	Madison, Wis.	5,000	1,000
WORC	Worcester, Mass.	500	500
WRR	Dallas, Tex.	500	500
WTNJ	Trenton, N. J.	500	500
	1290 KC. REGIONAL		
KDYL	Salt Lake City	5,000	1,000
KLCN	Blytheville, Ark.	100	-----
KTRH	Houston, Tex.	5,000	1,000
WEBC	Duluth, Minn.	5,000	1,000
WJAS	Pittsburgh, Pa.	5,000	1,000
WNBZ	Saranac Lake, N. Y.	100	-----
WNEL	San Juan, P. R.	2,500	1,000
WATR	(CP) Waterbury, Conn.	250	250
†WJHP	Jacksonville, Fla.	250	250
	1300 KC. REGIONAL		
KALE	Portland, Ore.	1,000	1,000
KFAC	Los Angeles	1,000	1,000
KFH	Wichita, Kan.	5,000	1,000
WBBR	Brooklyn	1,000	1,000
WEVD	New York	1,000	1,000
WFBC	Greenville, S. C.	5,000	1,000
WHAZ	Troy, N. Y.	1,000	1,000
WHBL	Sheboygan, Wis.	250	250
		*1,000	250

Call Letters	City	Day Power in Watts	Night Power in Watts
	1310 KC. LOCAL		
KAND	Corsicana, Tex.	100	-----
KARM	Fresno, Cal.	100	100
KBND	Bend, Ore.	250	100
KCRJ	Jerome, Ariz.	250	100
KCKN	Kansas City, Kan.	100	100
KFPL	Dublin, Tex.	250	100
KFYO	Lubbock, Tex.	250	100
KGEZ	Kalispell, Mont.	100	100
KGFW	Kearney, Nebr.	250	100
KHUB	Watsonville, Cal.	250	-----
KPDN	Pampa, Tex.	100	-----
KOCY	Oklahoma City, Okla.	250	100
KOME	Tulsa, Okla.	250	-----
KRBA	Lufkin, Tex.	100	-
KRMD	Shreveport, La.	250	100
KROC	Rochester, Minn.	250	100
KRQA	Sante Fe	100	100
KRRV	Sherman, Tex.	250	-----
KSRO	Santa Rosa, Cal.	250	100
KSUB	Cedar City, Utah	100	100
KTSM	El Paso, Tex.	250	100
KVOL	Lafayette, La.	250	100
KVOX	Moorhead, Minn.	250	100
KWOC	Poplar Bluff, Mo.	100	-----
KWOS	Jefferson City, Mo.	250	100
KXRO	Aberdeen, Wash.	250	100
WAML	Laurel, Miss.	250	100
WBEO	Marquette, Mich.	250	100
WBOW	Terre Haute, Ind.	250	100
WBRE	Wilkes-Barre, Pa.	250	100
WBRK	Pittsfield, Mass.	250	100
WCLS	Joliet, Ill.	100	100
WCMI	Ashland, Ky.	250	100
WDAH	El Paso, Tex.	250	100
WEBR	Buffalo, N. Y.	250	100
WEMP	Milwaukee	100	100
WEXL	Royal Oak, Mich.	50	50
WFBG	Altoona, Pa.	100	100
WFDF	Flint, Mich.	100	100
WGAU	Athens, Ga.	250	100
WGH	Newport News, Va.	250	100
WGTM	Wilson, N. C.	100	-----
WHAT	Philadelphia	100	100
WJAC	Johnstown, Pa.	250	100
WLAK	Lakeland, Fla.	250	100
WLBC	Muncie, Ind.	250	100
WLNH	Laconia, N. H.	100	100
WMBO	Auburn, N. Y.	250	100
WMFF	Plattsburg, N. Y.	250	100
WNBH	New Bedford, Mass.	250	100
WRAW	Reading, Pa.	100	100
WROL	Knoxville, Tenn.	250	100
WSAJ	Grove City, Pa.	100	100
†WSAV	Savannah, Ga.	100	100
WSGN	Birmingham, Ala.	250	100
WSJS	Winston-Salem, N. C.	100	100
WTAL	Tallahassee, Fla.	250	100
WTEL	Philadelphia	100	100
WTJS	Jackson, Tenn.	250	100
WTRC	Elkhart, Ind.	250	100
	1320 KC. REGIONAL		
KGHF	Pueblo, Colo.	500	500
KGMB	Honolulu, Hawaii	1,000	1,000
KID	Idaho Falls, Idaho	5,000	500
KRNT	Des Moines	5,000	1,000
WADC	Akron, O.	5,000	1,000
WORK	York, Pa.	1,000	1,000
WSMB	New Orleans	5,000	1,000
	1330 KC. REGIONAL		
KGB	San Diego, Calif.	1,000	1,000
KMO	Tacoma, Wash.	1,000	1,000
KRIS	Corpus Christi, Tex.	500	500
KSCJ	Sioux City, Ia.	5,000	1,000
WDRC	Hartford, Conn.	5,000	1,000
WSAI	Cincinnati	5,000	1,000
WTAQ	Green Bay, Wis.	1,000	1,000
		*5,000	1,000
	1340 KC. REGIONAL		
†KDTH	Dubuque, Iowa	500	-----
KGIR	Butte, Mont.	5,000	1,000
KGNO	Dodge City, Kan.	250	250
WCOA	Pensacola, Fla.	1,000	500
WFEA	Manchester, N. H.	1,000	500
†WFNC	Fayetteville, N. C.	250	-----
WSPD	Toledo, O.	5,000	1,000
	1350 KC. REGIONAL		
KIDO	Boise, Idaho	2,500	1,000
KWK	St. Louis	5,000	1,000
WAWZ	Zarephath, N. J.	1,000	500
		1,000	*1,000
WBNX	New York	1,000	1,000
WMBG	Richmond, Va.	500	500
	1360 KC. REGIONAL		
KCRC	Enid, Okla.	250	250
KGER	Long Beach, Calif.	1,000	1,000
WCSC	Charleston, S. C.	1,000	500
WFBL	Syracuse, N. Y.	5,000	1,000
WGES	Chicago	1,000	500
WQBC	Vicksburg, Miss.	1,000	-----
WSBT	South Bend, Ind.	500	500
KLPM	Minot, N. D.	1,000	500
KSLM	(CP) Salem, Ore.	*500	*500

Call Letters	City	Day Power in Watts	Night Power in Watts
	1370 KC. LOCAL		
KCMO	Kansas City, Mo.	100	100
	(CP 1450 kc.)	*1,000	*1,000
KEEN	Seattle	100	100
KELD	El Dorado, Ark.	100	100
KERN	Bakersfield, Calif.	100	100
KFGQ	Boone, Ia.	100	-----
KFJZ	Fort Worth Tex.	250	100
KFRO	Longview, Tex.	250	-----
KGAR	Tucson, Ariz.	250	100
KGFL	Roswell, N. M.	100	100
KGKL	San Angelo, Tex.	250	100
KICA	Clovis, N. M.	100	100
KIUN	Pecos, Tex.	100	100
KIUP	Durango, Colo.	100	100
KLUF	Galveston, Tex.	250	100
KMAC	San Antonio, Tex.	250	100
KORH	Rapid City, S. D.	250	100
KOKO	La Junta, Colo.	100	100
KONO	San Antonio, Tex.	250	100
KRE	Berkeley, Calif.	250	100
KRKO	Everett, Wash.	50	50
KRMC	Jamestown, N. D.	250	100
KSLM	Salem, Ore.	100	100
	(CP 1360 kc.)	*500	*500
KTEM	Temple, Tex.	250	-----
KTOK	Oklahoma City	100	100
†KTSW	Emporia, Kans.	100	-----
KUJ	Walla Walla, Wash.	100	100
KVGB	Great Bend, Kan.	100	100
KVRS	Rock Springs, Wyo.	250	100
KWYO	Sheridan, Wyo.	250	100
WABY	Albany, N. Y.	250	100
WAGF	Dothan, Ala.	250	-----
WATL	Atlanta	250	100
WBLK	Clarksburg, Va.	100	100
WBNY	Buffalo, N. Y.	250	100
†WBTH	Williamson, W. Va.	100	-----
WBTM	Danville, Va.	250	100
†WCOS	Columbia, S. C.	250	100
WCBM	Baltimore	250	100
WDAS	Philadelphia	250	100
WDWS	Champaign, Ill.	250	100
WEOA	Evansville, Ind.	250	100
WFOR	Hattiesburg, Miss.	100	100
WGL	Fort Wayne, Ind.	250	100
WGRC	New Albany, Ind.	250	-----
WHBQ	Memphis	100	100
WHDF	Calumet, Mich.	250	100
WHLB	Virginia, Minn.	250	100
WHLS	Port Huron, Mich.	250	-----
WIBM	Jackson, Mich.	250	100
WLLH	Lowell, Mass.	250	100
WMBR	Jacksonville, Fla.	250	100
WMFD	Wilmington, N. C.	100	-----
WMFO	Decatur, Ala.	100	-----
WMIN	St. Paul, Minn.	250	100
WOC	Davenport, Ia.	250	100
WPAY	Portsmouth, O.	100	100
WPRA	Mayaguez, P. R.	250	100
WRAK	Williamsport, Pa.	250	100
WRDO	Augusta, Me.	100	100
WRJN	Racine, Wis.	250	100
WSAU	Wausau, Wis.	250	100
WSVS	Buffalo, N. Y.	50	-----
	1380 KC. REGIONAL		
KOH	Reno, Nev.	500	500
KQV	Pittsburgh	1,000	500
WALA	Mobile, Ala.	1,000	500
WKBH	LaCrosse, Wis.	1,000	1,000
WNBC	New Britain, Conn.	1,000	250
WSMK	Dayton, O.	200	200
		*500	*250
	1390 KC. REGIONAL		
KOY	Phoenix, Ariz.	1,000	1,000
KLRA	Little Rock, Ark.	5,000	1,000
KRLC	Lewiston, Ida.	250	250
WHK	Cleveland	2,500	1,000
WQDM	St. Albans, Vt.	1,000	-----
KABR	Aberdeen, S. D.	1,000	500
	1400 KC. REGIONAL		
KHBC	Hilo, Hawaii	250	250
KLO	Ogden, Utah	500	500
		*5,000	*1,000
KTUL	Tulsa, Okla.	5,000	1,000
WARD	Brooklyn	500	500
WBBC	Brooklyn	500	500
WHDL	Olean, N. Y.	250	-----
WIRE	Indianapolis	5,000	1,000
WLTH	Brooklyn	500	500
WVFW	Brooklyn	500	500
	1410 KC. REGIONAL		
KFJM	Grand Forks, N. D.	1,000	500
KGNC	Amarillo, Tex.	2,500	1,000
WAAB	Boston	1,000	500
WBCM	Bay City, Mich.	1,000	500
WHIS	Bluefield, W. Va.	1,000	500
WROK	Rockford, Ill.	1,000	500
WSFA	Montgomery, Ala.	1,000	500
KMED	Medford, Ore.	250	250

(*Continued on page 73*)

Tonight

MID-WEST
LISTENERS
WILL·HEAR....

XUM

. . . . produced in the stu

WHEN a WLW announcer tags a program with " . . . produced in the studios of the *Nation's* Station!" listeners and clients instinctively know that here's a job that has been done well . . . because for years WLW has broadcast programs that have approached perfection from the standpoint of production. In this respect the Nation's Station has so succeeded that today "WLW produced" signifies the finest in radio.

And because WLW Production is outstanding, more and more national advertisers are turning to the Nation's Station for network originations . . . realizing they can have finer shows at decidedly lower costs. 48 spot and staff musicians, 8 musical directors, 4 arrangers, 11 continuity writers, 15 staff vocalists, 13 staff acts, 11 announcers, 4 sound technicians, 7 news writers, plus complete supplementing staffs, mean that WLW can offer a client any type of program he might desire . . . yet at production costs far below those of larger metropolitan centers.

●

Among the national advertisers who have been quick to realize the advantages of originating network shows at WLW are: Boscul Coffee, (Peter Grant's Sunday Evening Newspaper of the Air); Tums, (Vocal Varieties); Avalon Cigarettes, (Avalon Time); Brown & Williamson, (Plantation Party); Ballard and Ballard, (Smilin' Ed McConnell); Acme White Lead & Color Works, (Smilin' Ed McConnell); American Rolling Mill, (Armco Band Concert); Listerine, (True Detective Mysteries).

●

These things, too, are part of

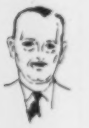
studios of the Nation's Station!

THESE 9 PRODUCTION MEN MAKE WLW SHOWS OUTSTANDING

Josef Cherniavsky, *(left)*, Musical Director for WLW, is acclaimed by artists and listeners alike as a really brilliant and original conductor. Years of experience with radio, theatre and motion pictures have given his genius a touch of showmanship that is unique. Molded by his skillful hands, WLW musical programs captivate those who understand, as well as those who only hear music.

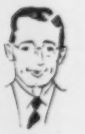
WLW's Sound Department, headed by Don Wingett, *(below)*, is considered one of the finest in America. Including four Sound Men, this department has in its laboratory equipment to reproduce more than 3,000 sounds, plus approximately 2,000 sound records. Unquestionably WLW's Sound Department has contributed greatly to the reputation enjoyed by WLW Productions.

Vocal Varieties, *(lower left)*, is discussed by Jack Edmonds, production man, Grace Clauve Raine, Vocal Directress, and William Stoess, assistant WLW Musical Director. Listeners from coast to coast tune in for this outstanding program regularly. Rikel Kent, *(below, center)*, discusses a script for "Kenrad Unsolved Mysteries" with part of the WLW Dramatic Staff.



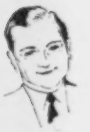
★

Rikel Kent, ace WLW Production Man, originator of the now famous dramatic pause in radio, original producer of such outstanding hits as "True Story Court of Human Relations", "The WLW Theater of the Air", "Waterfront Wayside", "Life of Mary Southern", "We Live Again", "Ma Perkins", "Midstream", "Dr. Kenrad Unsolved Mysteries" and many others.



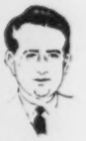
★

Gordon Waltz, supervisor of all WLW transcribed productions, assistant producer of "The Boone County Jamboree." Other Waltz productions include "Los Amigos", "Invitation to Listen", "Salute to the Cities", "Everybody's Farm" and others.



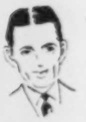
★

Felix Adams, produces for the Nation's Station "The Musical Chuck Wagon", "Top o' the Mornin", "Plantation Party", "Pinex Barn Dance", "Melody Grove" in addition to many other WLW programs. Adams also instructs pupils for his production "The Harmonica Band."



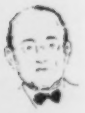
★

Arthur Radkey, assistant WLW Educational Director and co-producer of "The Nation's School of the Air" brings to this outstanding program qualities which please listeners throughout the nation. Radkey also produces "Fortunes Washed Away."



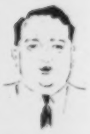
★

W. Ray Wilson, brings to WLW productions verisimilitude and human interest qualities which have contributed so much to the success of "The Mad Hatterfields", his outstanding production. Other WLW programs produced by Wilson are "Once Upon a Time", "Famous Farmers", "Synagogue of the Air" and "The Nation's Playhouse" which he also writes.



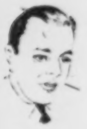
★

Charles Lammers, former theatrical director and long a WLW Production Man has at one time or another produced practically every production of the Nation's Station. Among some of his best known are "True Detective Mysteries", "Dr. Kenrad Unsolved Mysteries", Jimmy Scribner's famous "Johnson Family" and "Colonel Merriwether's Minstrels." In addition to his other duties, Lammers now acts as stage director for "The Boone County Jamboree" and supervises "Avalon Time."



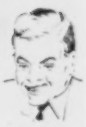
★

Harold Carr, 320 pound WLW Production Man, produces "The Boone County Jamboree", "Smoke Dreams", "Truly American", "Country Sunday" and many other outstanding WLW hits. He also acts as m.c. in "Sing Time" and as Colonel Merriwether.



★

Jack Edmonds, is one of WLW's leading Production Men because of his complete musical knowledge. To him are assigned such programs as "Smilin' Ed McConnell", "Time to Shine", "Sing Time", "Church by the Road" and others.

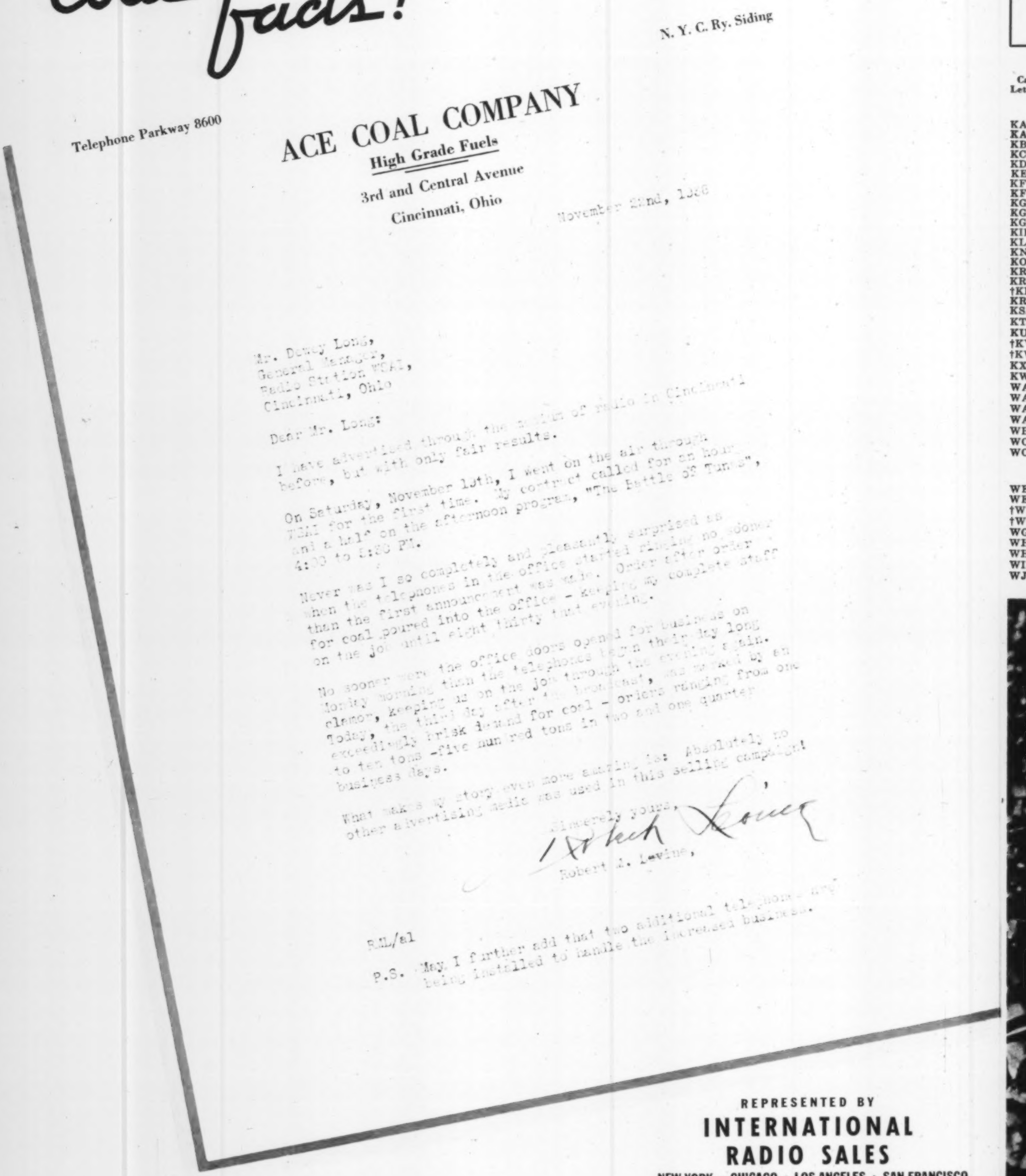


★

Sammy Fuller, co-originator of "The Musical Steeplechase", also produces for WLW such outstanding hits as "Sweet Adeline", "The Musical Camera", "Autumn Time Concert", "WLW Spotlight", "Four Stars Tonight" and "Vocal Varieties."

# of the Story of WLW ★ ★ ★ ★

Coal facts!



N. Y. C. Ry. Siding

Telephone Parkway 8600

ACE COAL COMPANY

High Grade Fuels

3rd and Central Avenue
Cincinnati, Ohio

November 22nd, 1938

Mr. Dewey Long,
General Manager,
Radio Station WSAI,
Cincinnati, Ohio

Dear Mr. Long:

I have advertised through the medium of radio in Cincinnati before, but with only fair results.

On Saturday, November 19th, I went on the air through WSAI for the first time. My contract called for an hour and a half on the afternoon program, "The Battle of Tunes", 4:00 to 5:30 PM.

Never was I so completely and pleasantly surprised as when the telephones in the office started ringing no sooner than the first announcement was made. Order after order for coal poured into the office - keeping my complete staff on the job until eight thirty that evening.

No sooner were the office doors opened for business on Monday morning than the telephones began their day long clamor, keeping us on the job through the evening again. Today, the third day after the broadcast, was marked by an exceedingly brisk demand for coal - orders ranging from one to ten tons -five hundred tons in two and one quarter business days.

What makes my story even more amazing is: Absolutely no other advertising medic was used in this selling campaign!

Sincerely yours,

Robert Levine

Robert M. Levine,

RML/al

P.S. May I further add that two additional telephones are being installed to handle the increased business.

REPRESENTED BY

INTERNATIONAL RADIO SALES

NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

WSAI

A · GREATER · WSAI · FOR · A · GREATER · CINCINNATI . . . .

DIRECTORY OF U. S. BROADCASTING STATIONS BY FREQUENCIES

(Continued from page 68)

1420 KC. LOCAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KABC	San Antonio, Tex.	250	100
KATE	Albert Lea, Minn.	250	100
KBPS	Portland, Ore.	100	100
KCMC	Texarkana, Tex.	250	100
KDNT	Denton, Tex.	100	-----
KEUB	Price, Utah	100	100
KFAM	St. Cloud, Min..	250	100
KFIZ	Fond Du Lac, Wis.	100	100
KGFF	Shawnee, Okla.	250	100
KGIW	Alamosa, Colo.	100	100
KGLU	Safford, Ariz.	250	100
KIDW	Lamar, Colo.	100	100
KLBM	La Grande, Ore.	250	100
KNET	Palestine, Tex.	100	----
KORE	Eugene, Ore.	100	100
KRBC	Abilene, Tex.	250	100
KRIC	Beaumont, Tex.	250	100
†KRBM	Bozeman, Mont.	250	100
KRLH	Midland, Tex.	100	-----
KSAN	San Francisco, Calif.	100	100
KTRI	Sioux City, Ia.	250	100
KUMA	Yuma, Ariz.	100	100
†KVAK	Atchison, Kans.	100	-----
†KWAL	Wallace, Ida.	250	100
KXL	Portland, Ore.	250	100
KWBG	Hutchinson, Kans.	100	100
WACO	Waco, Tex.	250	100
WAGM	Presque Isle, Me.	100	100
WAPO	Chattanooga, Tenn.	250	100
WAZL	Hazelton, Pa.	100	100
WBNO	New Orleans	250	100
WCBS	Springfield, Ill.	250	100
WCHV	Charlottesville, Va.	250	100

1420 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WEED	Rocky Mount, N. C.	250	100
WELL	Battle Creek, Mich.	100	100
†WFMJ	Youngstown, O.	100	-----
†WGNC	Gastonia, N. C.	250	100
WGPC	Albany, Ga.	100	100
WHFC	Cicero, Ill.	250	100
WHMA	Anniston, Ala.	100	-----
WILM	Wilmington, Del.	100	100
WJMS	Ironwood, Mich.	100	100

1420 KC. REGIONAL (Continued)

Call Letters	City	Day Power in Watts	Night Power in Watts
WLAP	Lexington, Ky.	250	100
WLEU	Erie, Pa.	250	100
WMAS	Springfield, Mass.	250	100
WMBC	Detroit	250	100
WMBH	Joplin, Mo.	250	100
WMBS	Uniontown, Pa.	250	100
WMFJ	Daytona Beach, Fla.	100	100
WMSD	Muscle Shoals City Ala.	100	100
WPAD	Paducah, Ky.	250	100
WPAR	Parkersburg, W. Va.	100	100
WPRP	Ponce, P. R.	250	100
WSLI	Jackson, Miss.	250	100

1430 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KECA	Los Angeles, Calif.	5,000	1,000
KGNF	North Platte, Nebr.	1,000	-----
KINY	Juneau, Alaska	250	250
KSO	Des Moines, Ia.	5,000	1,000
WBNS	Columbus, O.	5,000	1,000
WHEC	Rochester, N. Y.	1,000	500
WHP	Harrisburg, Pa.	1,000	500
		*5,000	*1,000
WMPS	Memphis	1,000	500
WOKO	Albany, N. Y.	1,000	500

1440 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KDFN	Casper, Wyo.	500	500
KELA	Centralia, Wash.	500	500
KXYZ	Houston, Tex.	1,000	1,000
WBIG	Greensboro, N. C.	1,000	1,000
WCBA	Allentown, Pa.	500	500
WMBD	Peoria, Ill.	5,000	1,000
WSAN	Allentown, Pa.	500	500

1450 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KCMO	(CP) Kansas City	*1,000	*1,000
KGCX	Wolf Point, Mont.	1,000	1,000
KIEM	Eureka, Calif.	1,000	500
KTBS	Shreveport, La.	1,000	1,000
WAGA	Atlanta, Ga.	1,000	500
WGAR	Cleveland	5,000	1,000
WHOM	Jersey City, N. J.	250	250
WSAR	Fall River, Mass.	1,000	1,000

1460 KC. HIGH POWER REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KSTP	Mpls-St. Paul	25,000	10,000
		*50,000	*50,000
WJSV	Washington, D. C.	10,000	10,000
		*50,000	*50,000

1470 KC. HIGH POWER REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KGA	Spokane, Wash.	5,000	5,000
WLAC	Nashville, Tenn.	5,000	5,000
WMEX	(CP) Boston	5,000	5,000

1480 KC. HIGH POWER REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KOMA	Oklahoma City	5,000	5,000
WKBW	Buffalo, N. Y.	5,000	5,000
WHIP	Hammond, Ind.	5,000	-----

1490 KC. HIGH POWER REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KFBK	Sacramento, Calif.	10,000	10,000
WCKY	Cincinnati	10,000	10,000
		*50,000	*50,000

1500 KC. LOCAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KAWM	Gallup, N. M.	250	100
KBIX	Muskogee, Okla.	100	100
†KBKR	Baker, Ore.	250	100
KBST	Big Spring, Tex.	100	100
KDAL	Duluth, Minn.	100	100
KDB	Santa Barbara, Calif.	250	100
†KFDA	Amarillo, Tex.	100	100
KGFI	Brownsville, Tex.	250	100
KGKB	Tyler, Tex.	250	100
KGKY	Scotts Bluff, Nebr.	250	100
KNEL	Brady, Tex.	250	----
KNOW	Austin, Tex.	100	100
		*250	100
KOTN	Pine Bluff, Ark.	100	100
KOVC	Valley City, N. D.	250	100
KPAB	Laredo, Tex.	250	100
KPLC	Lake Charles, La.	250	100
KPLT	Paris, Tex.	250	-----
KPQ	Wenatchee, Wash.	250	100
KRNR	Roseburg, Ore.	250	100
†KROD	El Paso, Tex.	100	100
KSAL	Salina, Kan.	250	100
KSAM	Huntsville, Tex.	100	-----
†KTOH	Lihue, Hawaii	250	100
KUTA	Salt Lake City, Utah	100	100
KVOE	Santa Ana, Calif.	100	100

1500 KC. LOCAL (Continued)

Call Letters	City	Day Power in Watts	Night Power in Watts
†KVWC	Vernon, Tex.	100	100
KWEW	Hobbs, N. M.	100	-----
KXO	El Centro, Calif.	100	100
†KYCA	Prescott	250	100
KYSM	Mankato, Minn.	250	100
WCNW	Brooklyn, N. Y.	250	100
WDAN	Danville, Ill.	250	-----
WDNC	Durham, N. C.	100	100
		*250	100
WGAL	Lancaster, Pa.	250	100
WGIL	Galesburg, Ill.	250	-----
†WGKV	Charleston, W. Va.	100	100

1500 KC. LOCAL (Cont.)

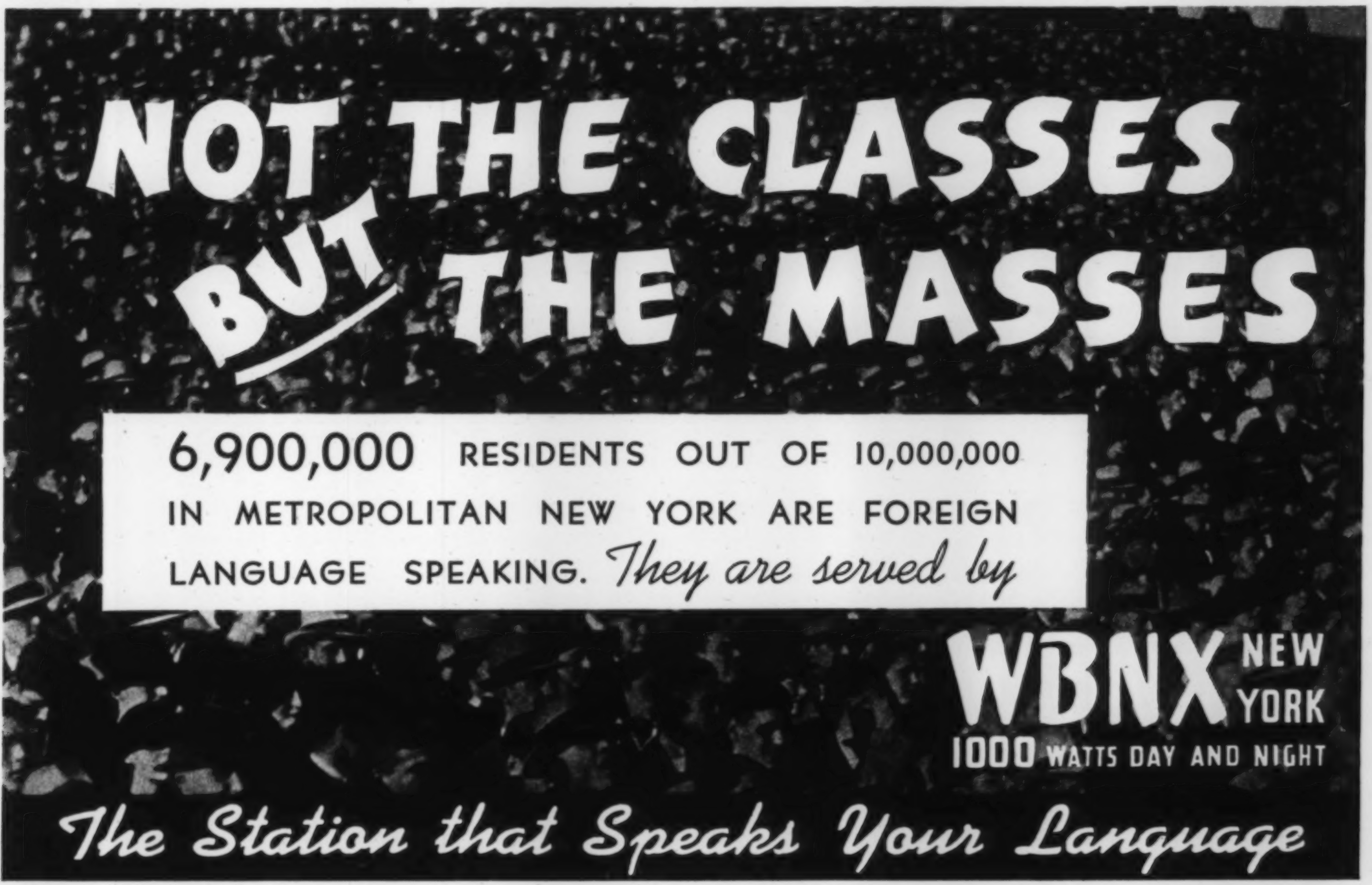
Call Letters	City	Day Power in Watts	Night Power in Watts
WHBB	Selma, Ala.	100	100
WJBK	Detroit	250	100
WKAT	Miami Beach	250	100
WKBB	Dubuque, Ia.	250	100
WKBV	Richmond, Ind.	100	100
WKBZ	Muskegon, Mich.	250	100
WKEU	Griffin, Ga.	100	-----
WMEX	Boston	250	100
	(CP 1470 kc)	*5,000	*5,000
WNBF	Binghamton, N. Y.	250	100
WNLC	New London, Conn.	100	-----
WOMI	Owensboro, Ky.	250	100
WOPI	Bristol, Tenn.	100	100
WRGA	Rome, Ga.	250	100
WRDW	Augusta, Ga.	250	100
†WRKL	Rock Hill, S. C.	100	-----
WRTD	Richmond, Va.	100	100
WSTP	Salisbury, N. C.	250	100
WSYB	Rutland, Vt.	100	100
WTMV	East St. Louis, Ill.	250	100
WWRL	Woodside, N. Y.	250	100
WWSW	Pittsburgh	250	100

1530 KC. SPECIAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WBRY	Waterbury, Conn.	1,000	1,000
KITE	Kansas City	1,000	1,000

1550 KC. SPECIAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WQXR	New York City	1,000	1,000
KPMC	Bakersfield, Calif.	1,000	1,000



NOT THE CLASSES BUT THE MASSES

6,900,000 RESIDENTS OUT OF 10,000,000 IN METROPOLITAN NEW YORK ARE FOREIGN LANGUAGE SPEAKING. *They are served by*

WBNX NEW YORK
1000 WATTS DAY AND NIGHT

The Station that Speaks Your Language

DIRECTORY OF CANADIAN BROADCAST STATIONS BY FREQUENCIES

(Data corrected to January 1, 1939)

Call Letters	City	Power
540 KC.		
†CBK	Saskatoon, Sask.	50,000
CJRM	Regina, Sask.	1,000
550 KC.		
CFNB	Fredericton, N. B.	1,000—D 500—N
580 KC. (U. S.-CANADIAN SHARED)		
CFPR	Prince Rupert, B. C.	50
CHRC	Quebec, Que.	100
CKCL	Toronto, Ont.	100
CKUA	Edmonton, Alta.	500
CKPR	Port Arthur, Ont.	100
600 KC. (U. S.-CANADIAN SHARED)		
CFCF	Montreal, Que.	500
CJOR	Vancouver, B. C.	500
680 KC. (U. S.-CANADIAN SHARED)		
CFCO	Chatham, Ont.	100
CFCY	Charlottetown, P.E.I.	1,000
CJRC	Winnipeg, Man.	1,000
CKOV	Kelowna, B. C.	100
690 KC. (CANADIAN EXCLUSIVE)		
CFRB	Toronto, Ont.	10,000
CJCJ	Calgary, Alta.	100
730 KC. (CANADIAN EXCLUSIVE)		
CFPL	London, Ont.	100
CJCA	Edmonton, Alta.	1,000
CKAC	Montreal, Que.	5,000
780 KC. (U. S.-CANADIAN SHARED)		
CHWK	Chilliwack, B. C.	250
CKSO	Sudbury, Ont.	1,000
840 KC. (CANADIAN EXCLUSIVE)		
CBL	Toronto, Ont.	50,000
CFQC	Saskatoon, Sask.	1,000

Call Letters	City	Power
880 KC. (U. S.-CANADIAN SHARED)		
CBO	Ottawa, Ont.	1,000
CFJC	Kamloops, B. C.	1,000
910 KC. (CANADIAN EXCLUSIVE)		
CBF	Montreal, Que.	50,000
CJAT	Trail, B. C.	1,000
CKY	Winnipeg, Man.	15,000
930 KC. (CANADIAN EXCLUSIVE)		
CFAC	Calgary, Alta.	1,000
CFCH	North Bay, Ont.	100
CFLC	Prescott, Ont.	100
CHNS	Halifax, N. S.	1,000
CKPC	Brantford, Ont.	100
950 KC. (U. S. REGIONAL AND CANADIAN LOCAL)		
CBV	Quebec, Que.	1,000
CJOC	Lethbridge, Alta.	100
960 KC. (CANADIAN EXCLUSIVE)		
CBY	Toronto, Ont.	100
CFRN	Edmonton, Alta.	500
CHNC	New Carlisle, Que.	1,000
1010 KC. (U. S.-CANADIAN SHARED)		
CHML	Hamilton, Ont.	100
CKCD	Vancouver, B. C.	100
CKCK	Regina, Sask.	1,000
CKCO	Ottawa, Ont.	100
CKIC	Wolfville, N. S.	50
CKWX	Vancouver, B. C.	100
1030 KC. (CANADIAN EXCLUSIVE)		
CFCN	Calgary, Alta.	10,000
CJBR	Rimouski, Que.	1,000
CKLW	Windsor, Ont.	5,000
1050 KC. (U. S. CLEAR, NOW PARTLY SHARED)		
†CBA	Sackville, N. B.	50,000
CBM	Montreal, Que.	5,000
1100 KC. (U. S. CLEAR, NOW PARTLY SHARED)		
CBR	Vancouver, B. C.	5,000

Call Letters	City	Power
1120 KC. (U. S.-CANADIAN SHARED)		
CBJ	Chicoutimi, Que.	100
CHLP	Montreal, Que.	100
CHSJ	Saint John, N. B.	100
CKOC	Hamilton, Ont.	1,000—D 500—N
CKX	Brandon, Man.	1,000
1200 KC. (U. S.-CANADIAN SHARED)		
CFGP	Grande Prairie, Alta.	100
CHAB	Moose Jaw, Sask.	100—N 250—D
CHGB	Ste. Anne de la Pocatiere, Que.	100
CKNX	Wingham, Ont.	100
CKTB	St. Catharines, Ont.	100
1210 KC. (U. S.-CANADIAN SHARED)		
CHLT	Sherbrooke, Que.	250
CJCS	Stratford, Ont.	50
CJCU	Aklavik, N.W.T.	50
CKBI	Prince Albert, Sask.	100
CKCH	Hull, Que.	100
CKMC	Cobalt, Ont.	100
1240 KC. (U. S. REGIONAL)		
CJCB	Sydney, N. S.	1,000
1290 KC.		
†CJHC	Halifax, N. S.	1,000
1310 KC. (U. S. AND CANADIAN LOCAL)		
CHCK	Charlottetown, P. E. I.	50
*CJKL	Kirkland Lake, Ont.	100
CJLS	Yarmouth, N. S.	100
CKCV	Quebec, Que.	100

**Shifts to 560 kc. with 1,000 watts May 1, 1939.*

Call Letters	City	Power
1370 KC. (U. S. AND CANADIAN LOCAL)		
CFAR	Flin Flon, Man.	100
CFOS	Owen Sound, Ont.	100
CKCW	Moncton, N. B.	100
†CKRN	Rouyn, Que.	100
1390 KC. (U. S. REGIONAL AND CANADIAN LOCAL)		
CJGX	Yorkton, Sask.	100
1410 KC. (U. S. REGIONAL AND CANADIAN LOCAL)		
CKFC	Vancouver, B. C.	50
CKMO	Vancouver, B. C.	100
1420 KC. (U. S. AND CANADIAN LOCAL)		
*CKGB	Timmins, Ont.	100
CHLN	Three Riversr, Que.	100
CKCA	Kenora, Ont.	100
†CHNB	North Battleford, Sask.	100
†-------	Nelson, B. C.	100

**Shifts to 1440 kc. with 1,000 watts May 1, 1939.*

Call Letters	City	Power
1450 KC. (U. S. AND CANADIAN REGIONAL)		
CFCT	Victoria, B. C.	500
CHGS	Summerside, P.E.I.	50
1500 KC.		
CJIC	Sault Ste. Marie, Ont.	100
1510 KC.		
CFRC	Kingston, Ont.	100
CKCR	Waterloo, Ont.	100

SHORT WAVE BROADCASTERS

Call Letters	City	Power
6005 KC.		
CFCX	Montreal, Que.	75
6010 KC.		
CJCX	Sydney, N. S.	1,000
6030 KC.		
CFVP	Calgary, Alta.	100
6070 KC.		
CFRX	Toronto, Ont.	1,000
6080 KC.		
CKFX	Vancouver, B. C.	10
6130 KC.		
CHNX	Halifax, N. S.	500
6150 KC.		
CJRO	Winnipeg, Man.	2,000
11720 KC.		
CJRX	Winnipeg, Man.	2,000

†Under construction as of Jan. 1, 1939.

DIRECTORY OF CANADIAN BROADCAST STATIONS BY CALL LETTERS

**Under construction as of Jan. 1, 1939.*

C

Call Letters	Location
*CBA	Sackville, N. B.
CBF	Montreal, Que.
CBJ	Chicoutimi, Que.
*CBK	Saskatoon, Sask.
CBJ	Chicoutimi, Que.
CBL	Toronto, Ont.
CBM	Montreal, Que.
CBO	Ottawa, Ont.
CBR	Vancouver, B. C.
CBV	Quebec, Que.
CBY	Toronto, Ont.
CFAC	Calgary, Alta.
CFAR	Flin Flon, Man.
CFCF	Montreal, Que.
CFCH	North Bay, Ont.
CFCN	Calgary, Alta.
CFCO	Chatham, Ont.
CFCT	Victoria, B. C.
CFCY	Charlottetown, P. E.I.
CFGP	Grande Prairie, Alta.
CFJC	Kamloops, B. C.
CFLC	Prescott, Ont.
CFNB	Fredericton, N. B.
CFOS	Owen Sound, Ont.
CFPL	London, Ont.
CFPR	Prince Rupert, B. C.
CFQC	Saskatoon, Sask.
CFRB	Toronto, Ont.
CFRC	Kingston, Ont.
CFRN	Edmonton, Alta.
CHAB	Moose Jaw, Sask.
CHCK	Charlottetown, P.E.I.
*CHGB	St. Anne de la Pocatiere, Que.
CHGS	Summerside, P. E. I.
CHLN	Three Rivers, Que.
CHLP	Montreal, Que.
CHLT	Sherbrooke, Que.
CHML	Hamilton, Ont.
*CHNB	North Battlefield, Sask.
CHNC	New Carlisle, Que.
CHNS	Halifax, N. S.
CHRC	Quebec, Que.
CHSJ	St. John, N. B.
CHWK	Chilliwack, B. C.
CJAT	Trail, B. C.
CJBR	Rimouski, Que.
CJCA	Edmonton, Alta.
CJCB	Sydney, N. S.
CJCJ	Calgary, Alta.
CJCS	Stratford, Ont.
CJCX	Sydney, N. S.
CJCU	Aklavik, N. W T.
CJGX	Yorkton, Sask.
*CJHC	Halifax, N. S.
CJIC	Sault Ste. Marie, Ont.
CJKL	Kirkland Lake, Ont.
CJLS	Yarmouth, N. S.
CJOC	Lethbridge, Alta.
CJOR	Vancouver, B. C.
CJRC	Winnipeg, Man.
CJRM	Regina, Sask.
CKAC	Montreal, Que.
CKBI	Prince Albert, Sask.
CKCA	Kenora, Ont.
CKCD	Vancouver, B. C.
CKCH	Hull, Que.
CKCK	Regina, Sask.
CKCL	Toronto, Ont.
CKCO	Ottawa, Ont.
CKCR	Waterloo, Ont.
CKCV	Quebec, Que.
CKCW	Moncton, N. B.
CKFC	Vancouver, B. C.
CKGB	Timmins, Ont.
CKIC	Wolfville, N. S.
CKLW	Windsor, Ont.
CKMC	Cobalt, Ont.
CKMO	Vancouver, B. C.
CKNX	Wingham, Ont.
CKOC	Hamilton, Ont.
CKOV	Kelowna, B. C.
CKPC	Brantford, Ont.
CKPR	Port Arthur, Ont.
*CKRN	Rouyn, Que.
CKSO	Sudbury, Ont.
CKTB	St. Catharines, Ont.
CKUA	Edmonton, Alta.
CKWX	Vancouver, B. C.
CKX	Brandon, Man.
CKY	Winnipeg, Man
SHORT WAVE	
CJCX	Sydney, N. S.
CJRO	Winnipeg, Man.
CJRX	Winnipeg, Man.
CFCX	Montreal, Que.
CFRX	Toronto, Ont.
CFVP	Calgary, Ont.
CHNX	Halifax, N. S.
CKFX	Vancouver, B. C.

International Broadcasting Stations in the United States

(Authorized by FCC as of January 1, 1939)

Call Letters	Licensee and Location	Frequencies in Kilocycles	Power in Watts
W9XAA[1]	Chicago Federation of Labor *Transmitter:* York Township Ill.	6080, 11830, 17780	500
W2XE[2]	Columbia Broadcasting System *Transmitter:* Near Wayne, N. J.	6120, 6170, 9650 11830, 15270, 17830, 21570	10,000
W8XAL[3]	The Crosley Corp. *Transmitter:* Mason, O.	6060, 9590, 11870 15270, 17760, 21650	10,000 CP50,000
W2XAD[4]	General Electric Co. *Transmitter:* S. Schenectady, N. Y.	9550, 15330, 21500	25,000 CP-100,000
W2XAF[4]	General Electric Co. *Transmitter:* S. Schenectady, N. Y.	9530	*40,000 CP-100,000
W6XBE[4]	General Electric Co. *Transmitter:* San Francisco, Cal.	9530, 15330	20,000
W4XB[5]	Isle of Dreams Broadcasting Corp. *Transmitter:* Miami, Fla.	6040	5,000
W3XAL[6]	National Broadcasting Co. *Transmitter:* Bound Brook, N. J.	9670, 21630	35,000
W3XL[7]	National Broadcasting Co. *Transmitter:* Bound Brook, N. J.	6100, 17780	35,000
W3XAU[8]	WCAU Broadcasting Co. *Transmitter:* Newtown Square, Pa.	6060, 9590, 21520 25725, 15270	10,000
W1XK[9]	Westinghouse E. & M. Co. *Transmitter:* Millis, Mass.	9570	10,000
W8XK[10]	Westinghouse E. & M. Co. *Transmitter:* Saxonburg, Pa.	6140, 9570, 11870 15210, 17780, 21540	40,000
W1XAL	World Wide Broadcasting Corp. *Transmitter:* Boston, Mass.	6040, 11730, 11790, 15130, 15250, 21460	20,000

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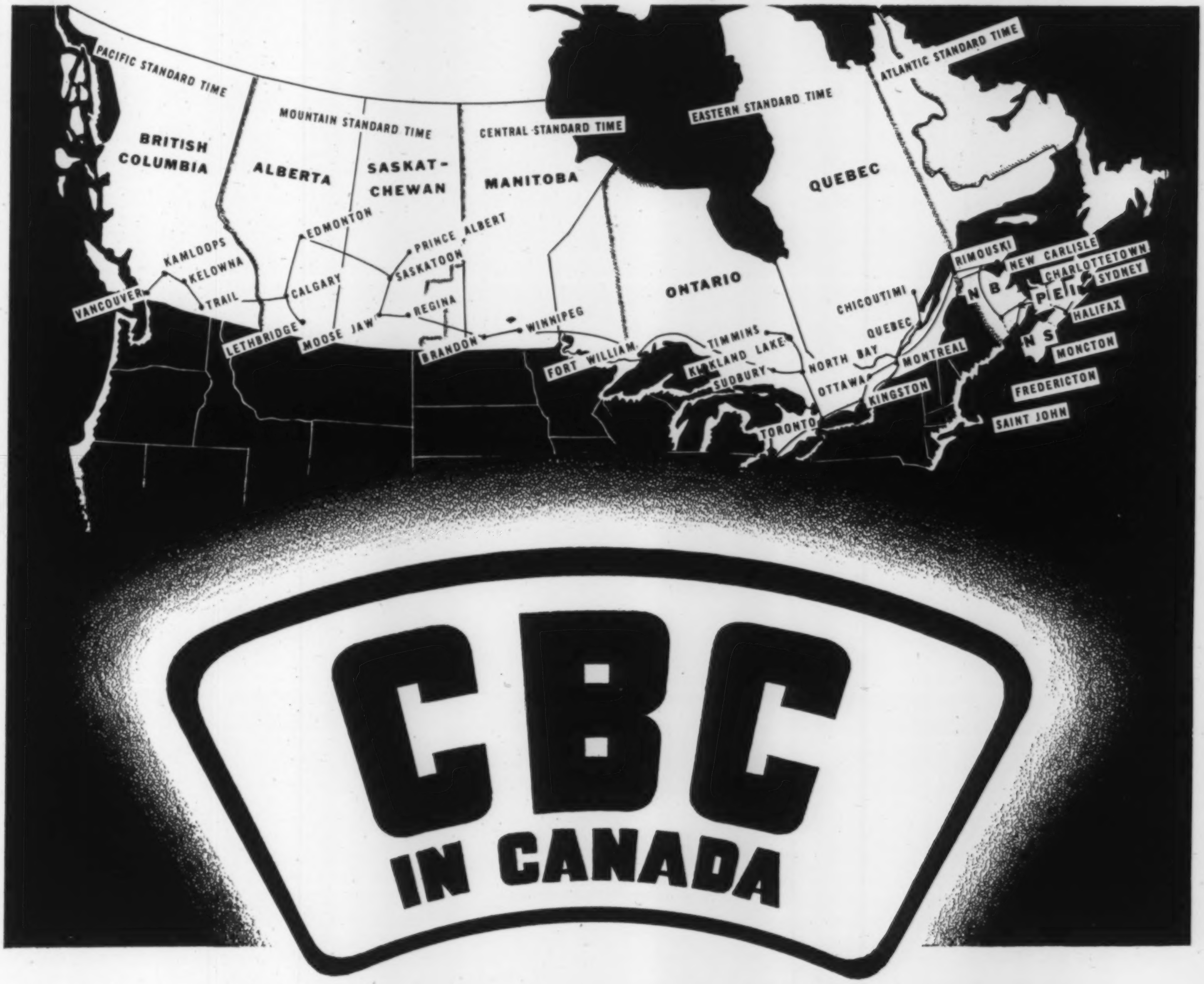
[1] Also licensee of WCFL, Chicago.
[2] Also licensee of WABC, New York City.
[3] Also licensee of WLW and WSAI, Cincinnati.
[4] Also owner of WGY, Schenectady, and KGO, San Francisco.
[5] Also licensee of WIOD, Miami.
[6] Also licensee of WJZ, New York City.
[7] Also licensee of WJZ, New York City, N. Y.
[8] Also licensee of WCAU, Philadelphia.
[9] Also owner of WBZ-WBZA, Boston-Springfield.
[10] Also owner of KDKA, Pittsburgh.
CP—Construction permit only.

*CP to construct 100,000-watt linear radio frequency amplifier. Authorized Under FCC Rules Nos. 1057 and 1058


PACIFIC STANDARD TIME
MOUNTAIN STANDARD TIME
CENTRAL STANDARD TIME
EASTERN STANDARD TIME
ATLANTIC STANDARD TIME
BRITISH COLUMBIA
ALBERTA
SASKAT-CHEWAN
MANITOBA
ONTARIO
QUEBEC
VANCOUVER
KAMLOOPS
KELOWNA
TRAIL
LETHBRIDGE
CALGARY
EDMONTON
MOOSE JAW
REGINA
SASKATOON
PRINCE ALBERT
BRANDON
WINNIPEG
FORT WILLIAM
TIMMINS
KIRKLAND LAKE
SUDBURY
NORTH BAY
OTTAWA
TORONTO
KINGSTON
MONTREAL
QUEBEC
CHICOUTIMI
RIMOUSKI
NEW CARLISLE
CHARLOTTETOWN
SYDNEY
N B
P E I
N S
HALIFAX
MONCTON
FREDERICTON
SAINT JOHN

CBC
IN CANADA

AN ALL-CANADIAN NETWORK FROM SEA TO SEA

Ad usque Mare . . . the Canadian motto which means "from sea to sea" . . . is particularly applicable to CBC in Canada. For the Canadian Broadcasting Corporation Network provides a truly nation-wide coverage of approximately 1,500,000 Radio Homes in Canada . . . extending from the Atlantic to the Pacific Ocean. The phenomenal growth of business on this CBC National Network in its first year of operation is conclusive proof that it was something which listeners, advertisers and operators of radio stations had all been eagerly awaiting.

Radio in Canada has now become a nationally organized medium for dispensing entertainment and education. Through the facilities of the Canadian Broadcasting Corporation, consisting of a national network made up of five regional networks in co-operation with privately owned stations, the people of Canada now enjoy a service which, in addition to outstanding programs made possible by exchange with the broadcasting systems of the U. S. A. and other nations, provides a wide and varied list of interesting programs of exclusively Canadian origin.

CANADIAN BROADCASTING CORPORATION

Commercial Department

1 Hayter Street,
Toronto

1231 Ste. Catherine St. West,
Montreal

DIRECTORY OF CANADIAN BROADCAST STATIONS BY FREQUENCIES

(Data corrected to January 1, 1939)

540 KC.

Call Letters	City	Power
†CBK	Saskatoon, Sask.	50,000
CJRM	Regina, Sask.	1,000

550 KC.

Call Letters	City	Power
CFNB	Fredericton, N. B.	1,000—D 500—N

580 KC. (U. S.-CANADIAN SHARED)

Call Letters	City	Power
CFPR	Prince Rupert, B. C.	50
CHRC	Quebec, Que.	100
CKCL	Toronto, Ont.	100
CKUA	Edmonton, Alta.	500
CKPR	Port Arthur, Ont.	100

600 KC. (U. S.-CANADIAN SHARED)

Call Letters	City	Power
CFCF	Montreal, Que.	500
CJOR	Vancouver, B. C.	500

630 KC. (U. S.-CANADIAN SHARED)

Call Letters	City	Power
CFCO	Chatham, Ont.	100
CFCY	Charlottetown, P.E.I.	1,000
CJRC	Winnipeg, Man.	1,000
CKOV	Kelowna, B. C.	100

690 KC. (CANADIAN EXCLUSIVE)

Call Letters	City	Power
CFRB	Toronto, Ont.	10,000
CJCJ	Calgary, Alta.	100

730 KC. (CANADIAN EXCLUSIVE)

Call Letters	City	Power
CFPL	London, Ont.	100
CJCA	Edmonton, Alta.	1,000
CKAC	Montreal, Que.	5,000

780 KC. (U. S.-CANADIAN SHARED)

Call Letters	City	Power
CHWK	Chilliwack, B. C.	250
CKSO	Sudbury, Ont.	1,000

840 KC. (CANADIAN EXCLUSIVE)

Call Letters	City	Power
CBL	Toronto, Ont.	50,000
CFQC	Saskatoon, Sask.	1,000

880 KC. (U. S.-CANADIAN SHARED)

Call Letters	City	Power
CBO	Ottawa, Ont.	1,000
CFJC	Kamloops, B. C.	1,000

910 KC. (CANADIAN EXCLUSIVE)

Call Letters	City	Power
CBF	Montreal, Que.	50,000
CJAT	Trail, B. C.	1,000
CKY	Winnipeg, Man.	15,000

930 KC. (CANADIAN EXCLUSIVE)

Call Letters	City	Power
CFAC	Calgary, Alta.	1,000
CFCH	North Bay, Ont.	100
CFLC	Prescott, Ont.	100
CHNS	Halifax, N. S.	1,000
CKPC	Brantford, Ont.	100

950 KC. (U. S. REGIONAL AND CANADIAN LOCAL)

Call Letters	City	Power
CBV	Quebec, Que.	1,000
CJOC	Lethbridge, Alta.	100

960 KC. (CANADIAN EXCLUSIVE)

Call Letters	City	Power
CBY	Toronto, Ont.	100
CFRN	Edmonton, Alta.	500
CHNC	New Carlisle, Que.	1,000

1010 KC. (U. S.-CANADIAN SHARED)

Call Letters	City	Power
CHML	Hamilton, Ont.	100
CKCD	Vancouver, B. C.	100
CKCK	Regina, Sask.	1,000
CKCO	Ottawa, Ont.	100
CKIC	Wolfville, N. S.	50
CKWX	Vancouver, B. C.	100

1030 KC. (CANADIAN EXCLUSIVE)

Call Letters	City	Power
CFCN	Calgary, Alta.	10,000
CJBR	Rimouski, Que.	1,000
CKLW	Windsor, Ont.	5,000

1050 KC. (U. S. CLEAR, NOW PARTLY SHARED)

Call Letters	City	Power
†CBA	Sackville, N. B.	50,000
CBM	Montreal, Que.	5,000

1100 KC. (U. S. CLEAR, NOW PARTLY SHARED)

Call Letters	City	Power
CBR	Vancouver, B. C.	5,000

1120 KC. (U. S.-CANADIAN SHARED)

Call Letters	City	Power
CBJ	Chicoutimi, Que.	100
CHLP	Montreal, Que.	100
CHSJ	Saint John, N. B.	100
CKOC	Hamilton, Ont.	1,000—D 500—N
CKX	Brandon, Man.	1,000

1200 KC. (U. S.-CANADIAN SHARED)

Call Letters	City	Power
CFGP	Grande Prairie, Alta.	100
CHAB	Moose Jaw, Sask.	100—N 250—D
CHGB	Ste. Anne de la Pocatiere, Que.	100
CKNX	Wingham, Ont.	100
CKTB	St. Catharines, Ont.	100

1210 KC. (U. S.-CANADIAN SHARED)

Call Letters	City	Power
CHLT	Sherbrooke, Que.	250
CJCS	Stratford, Ont.	50
CJCU	Aklavik, N.W.T.	50
CKBI	Prince Albert, Sask.	100
CKCH	Hull, Que.	100
CKMC	Cobalt, Ont.	100

1240 KC. (U. S. REGIONAL)

Call Letters	City	Power
CJCB	Sydney, N. S.	1,000

1290 KC.

Call Letters	City	Power
†CJHC	Halifax, N. S.	1,000

1310 KC. (U. S. AND CANADIAN LOCAL)

Call Letters	City	Power
CHCK	Charlottetown, P. E. I.	50
*CJKL	Kirkland Lake, Ont.	100
CJLS	Yarmouth, N. S.	100
CKCV	Quebec, Que.	100

**Shifts to 560 kc. with 1,000 watts May 1, 1939.*

1370 KC. (U. S. AND CANADIAN LOCAL)

Call Letters	City	Power
CFAR	Flin Flon, Man.	100
CFOS	Owen Sound, Ont.	100
CKCW	Moncton, N. B.	100
†CKRN	Rouyn, Que.	100

1390 KC. (U. S. REGIONAL AND CANADIAN LOCAL)

Call Letters	City	Power
CJGX	Yorkton, Sask.	100

1410 KC. (U. S. REGIONAL AND CANADIAN LOCAL)

Call Letters	City	Power
CKFC	Vancouver, B. C.	50
CKMO	Vancouver, B. C.	100

1420 KC. (U. S. AND CANADIAN LOCAL)

Call Letters	City	Power
*CKGB	Timmins, Ont.	100
CHLN	Three Riversr, Que.	100
CKCA	Kenora, Ont.	100
†CHNB	North Battleford, Sask.	100
†--------	Nelson, B. C.	100

**Shifts to 1440 kc. with 1,000 watts May 1, 1939.*

1450 KC. (U. S. AND CANADIAN REGIONAL)

Call Letters	City	Power
CFCT	Victoria, B. C.	500
CHGS	Summerside, P.E.I.	50

1500 KC.

Call Letters	City	Power
CJIC	Sault Ste. Marie, Ont.	100

1510 KC.

Call Letters	City	Power
CFRC	Kingston, Ont.	100
CKCR	Waterloo, Ont.	100

SHORT WAVE BROADCASTERS

Call Letters	City	Power
6005 KC.		
CFCX	Montreal, Que.	75
6010 KC.		
CJCX	Sydney, N. S.	1,000
6030 KC.		
CFVP	Calgary, Alta.	100
6070 KC.		
CFRX	Toronto, Ont.	1,000
6080 KC.		
CKFX	Vancouver, B. C.	10
6130 KC.		
CHNX	Halifax, N. S.	500
6150 KC.		
CJRO	Winnipeg, Man.	2,000
11720 KC.		
CJRX	Winnipeg, Man.	2,000

†Under construction as of Jan. 1, 1939.

DIRECTORY OF CANADIAN BROADCAST STATIONS BY CALL LETTERS

**Under construction as of Jan. 1, 1939.*

C

*CBA	Sackville, N. B.
CBF	Montreal, Que.
CBJ	Chicoutimi, Que.
*CBK	Saskatoon, Sask.
CBJ	Chicoutimi, Que.
CBL	Toronto, Ont.
CBM	Montreal, Que.
CBO	Ottawa, Ont.
CBR	Vancouver, B. C.
CBV	Quebec, Que.
CBY	Toronto, Ont.
CFAC	Calgary, Alta.
CFAR	Flin Flon, Man.
CFCF	Montreal, Que.
CFCH	North Bay, Ont.
CFCN	Calgary, Alta.
CFCO	Chatham, Ont.
CFCT	Victoria, B. C.
CFCY	Charlottetown, P. E.I.
CFGP,	Grande Prairie, Alta.
CFJC	Kamloops, B. C.
CFLC	Prescott, Ont.
CFNB	Fredericton, N. B.
CFOS	Owen Sound, Ont.
CFPL	London, Ont.
CFPR	Prince Rupert, B. C.
CFQC	Saskatoon, Sask.
CFRB	Toronto, Ont.
CFRC	Kingston, Ont.
CFRN	Edmonton, Alta.
CHAB	Moose Jaw, Sask.
CHCK	Charlottetown, P.E.I.
*CHGB	St. Anne de la Pocatiere, Que.
CHGS	Summerside, P. E. I.
CHLN	Three Rivers, Que.
CHLP	Montreal, Que.
CHLT	Sherbrooke, Que.
CHML	Hamilton, Ont.
*CHNB	North Battlefield, Sask.
CHNC	New Carlisle, Que.
CHNS	Halifax, N. S.
CHRC	Quebec, Que.
CHSJ	St. John, N. B.
CHWK	Chilliwack, B. C.
CJAT	Trail, B. C.
CJBR	Rimouski, Que.
CJCA	Edmonton, Alta.
CJCB	Sydney, N. S.
CJCJ	Calgary, Alta.
CJCS	Stratford, Ont.
CJCX	Sydney, N. S.
CJCU	Aklavik, N. W T.
CJGX	Yorkton, Sask.
*CJHC	Halifax, N. S.
CJIC	Sault Ste. Marie, Ont.
CJKL	Kirkland Lake, Ont.
CJLS	Yarmouth, N. S.
CJOC	Lethbridge, Alta.
CJOR	Vancouver, B. C.
CJRC	Winnipeg, Man.
CJRM	Regina, Sask.
CKAC	Montreal, Que.
CKBI	Prince Albert, Sask.
CKCA	Kenora, Ont.
CKCD	Vancouver, B. C.
CKCH	Hull, Que.
CKCK	Regina, Sask.
CKCL	Toronto, Ont.
CKCO	Ottawa, Ont.
CKCR	Waterloo, Ont.
CKCV	Quebec, Que.
CKCW	Moncton, N. B.
CKFC	Vancouver, B. C.
CKGB	Timmins, Ont.
CKIC	Wolfville, N. S.
CKLW	Windsor, Ont.
CKMC	Cobalt, Ont.
CKMO	Vancouver, B. C.
CKNX	Wingham, Ont.
CKOC	Hamilton, Ont.
CKOV	Kelowna, B. C.
CKPC	Brantford, Ont.
CKPR	Port Arthur, Ont.
*CKRN	Rouyn, Que.
CKSO	Sudbury, Ont.
CKTB	St. Catharines, Ont.
CKUA	Edmonton, Alta.
CKWX	Vancouver, B. C.
CKX	Brandon, Man.
CKY	Winnipeg, Man

SHORT WAVE

CJCX	Sydney, N. S.
CJRO	Winnipeg, Man.
CJRX	Winnipeg, Man.
CFCX	Montreal, Que.
CFRX	Toronto, Ont.
CFVP	Calgary, Ont.
CHNX	Halifax, N. S.
CKFX	Vancouver, B. C.

International Broadcasting Stations in the United States

(Authorized by FCC as of January 1, 1939)

Call Letters	Licensee and Location	Frequencies in Kilocycles	Power in Watts
W9XAA[1]	Chicago Federation of Labor *Transmitter:* York Township Ill.	6080, 11830, 17780	500
W2XE[2]	Columbia Broadcasting System *Transmitter:* Near Wayne, N. J.	6120, 6170, 9650 11830, 15270, 17830, 21570	10,000
W8XAL[3]	The Crosley Corp. *Transmitter:* Mason, O.	6060, 9590, 11870 15270, 17760, 21650	10,000 CP50,000
W2XAD[4]	General Electric Co. *Transmitter:* S. Schenectady, N. Y.	9550, 15330, 21500	25,000 CP-100,000
W2XAF[4]	General Electric Co. *Transmitter:* S. Schenectady, N. Y.	9530	*40,000 CP-100,000
W6XBE[4]	General Electric Co. *Transmitter:* San Francisco, Cal.	9530, 15330	20,000
W4XB[5]	Isle of Dreams Broadcasting Corp. *Transmitter:* Miami, Fla.	6040	5,000
W3XAL[6]	National Broadcasting Co. *Transmitter:* Bound Brook, N. J.	9670, 21630	35,000
W3XL[7]	National Broadcasting Co. *Transmitter:* Bound Brook, N. J.	6100, 17780	35,000
W3XAU[8]	WCAU Broadcasting Co. *Transmitter:* Newtown Square, Pa.	6060, 9590, 21520 25725, 15270	10,000
W1XK[9]	Westinghouse E. & M. Co. *Transmitter:* Millis, Mass.	9570	10,000
W8XK[10]	Westinghouse E. & M. Co. *Transmitter:* Saxonburg, Pa.	6140, 9570, 11870 15210, 17780, 21540	40,000
W1XAL	World Wide Broadcasting Corp. *Transmitter:* Boston, Mass.	6040, 11730, 11790, 15130, 15250, 21460	20,000

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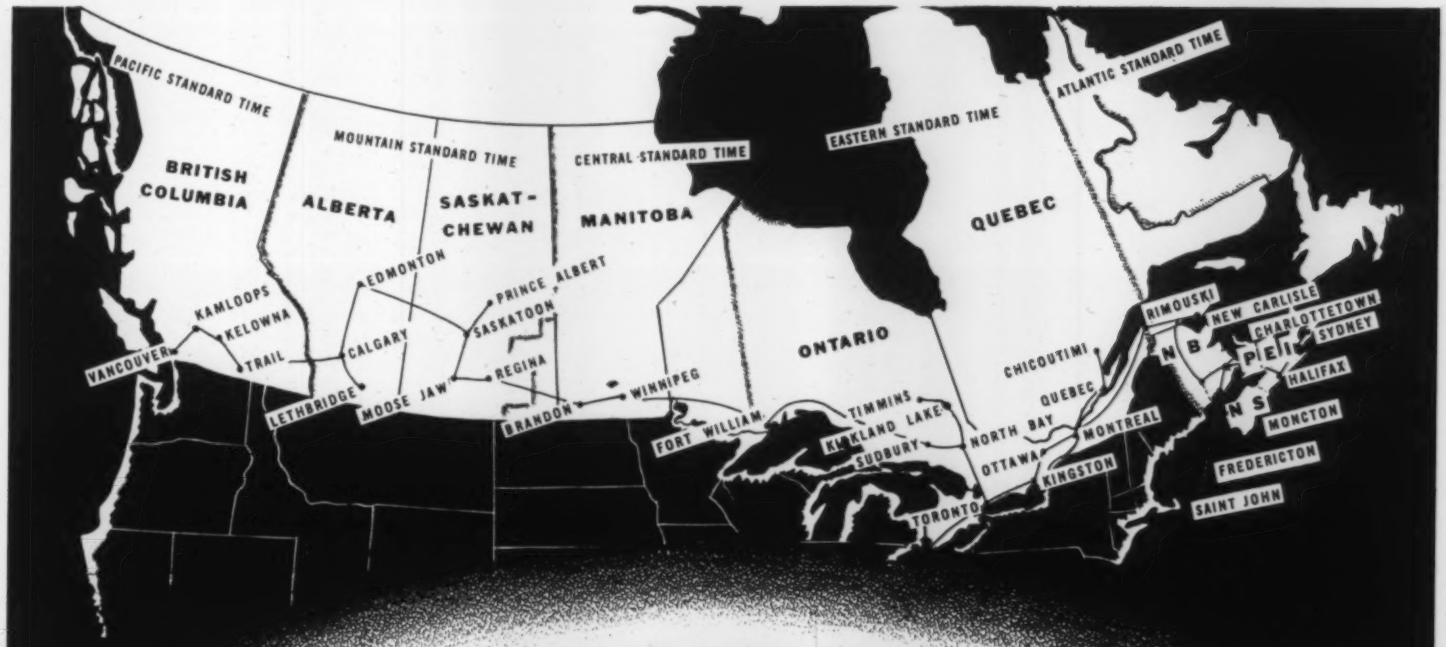
[1] Also licensee of WCFL, Chicago.
[2] Also licensee of WABC, New York City.
[3] Also licensee of WLW and WSAI, Cincinnati.
[4] Also owner of WGY, Schenectady, and KGO, San Francisco.
[5] Also licensee of WIOD, Miami.
[6] Also licensee of WJZ, New York City.
[7] Also licensee of WJZ, New York City, N. Y.
[8] Also licensee of WCAU, Philadelphia.
[9] Also owner of WBZ-WBZA, Boston-Springfield.
[10] Also owner of KDKA, Pittsburgh.
CP—Construction permit only.

*CP to construct 100,000-watt linear radio frequency amplifier.
Authorized Under FCC Rules Nos. 1057 and 1058


PACIFIC STANDARD TIME
MOUNTAIN STANDARD TIME
CENTRAL STANDARD TIME
EASTERN STANDARD TIME
ATLANTIC STANDARD TIME
BRITISH COLUMBIA
ALBERTA
SASKATCHEWAN
MANITOBA
ONTARIO
QUEBEC
N B
P E I
N S
VANCOUVER
KAMLOOPS
KELOWNA
TRAIL
LETHBRIDGE
CALGARY
EDMONTON
MOOSE JAW
REGINA
SASKATOON
PRINCE ALBERT
BRANDON
WINNIPEG
FORT WILLIAM
TIMMINS
KIRKLAND LAKE
SUDBURY
NORTH BAY
OTTAWA
TORONTO
KINGSTON
MONTREAL
QUEBEC
CHICOUTIMI
RIMOUSKI
NEW CARLISLE
CHARLOTTETOWN
SYDNEY
HALIFAX
MONCTON
FREDERICTON
SAINT JOHN

CBC IN CANADA

AN ALL-CANADIAN NETWORK FROM SEA TO SEA

Ad usque Mare . . . the Canadian motto which means "from sea to sea" . . . is particularly applicable to CBC in Canada. For the Canadian Broadcasting Corporation Network provides a truly nation-wide coverage of approximately 1,500,000 Radio Homes in Canada . . . extending from the Atlantic to the Pacific Ocean. The phenomenal growth of business on this CBC National Network in its first year of operation is conclusive proof that it was something which listeners, advertisers and operators of radio stations had all been eagerly awaiting.

Radio in Canada has now become a nationally organized medium for dispensing entertainment and education. Through the facilities of the Canadian Broadcasting Corporation, consisting of a national network made up of five regional networks in co-operation with privately owned stations, the people of Canada now enjoy a service which, in addition to outstanding programs made possible by exchange with the broadcasting systems of the U. S. A. and other nations, provides a wide and varied list of interesting programs of exclusively Canadian origin.

CANADIAN BROADCASTING CORPORATION

Commercial Department

1 Hayter Street,
Toronto

1231 Ste. Catherine St. West,
Montreal

NEW STATIONS AUTHORIZED BY THE FCC DURING 1938

** Asterisks denote station was on the air as of January 15, 1939*

ALASKA

KFAR, Fairbanks—CP issued to Midnight Sun Broadcasting Co. (224 out of 250 shares owned by A. E. Lathrop, president, publisher of *Fairbanks News-Miner* and operator of mining, real estate, stores, salmon packing, motion picture houses and other enterprises in Alaska); 1,000 watts on 610 kc.

ALABAMA

*WHMA, Anniston—Licensed to Harry M. Ayers, publisher of *Anniston Star*; 100 watts daytime on 1420 kc.

*WCOV, Montgomery—Licensed to John S. Allen and G. W. Covington Jr., each owner of 25% of WHBB, Salma, Ala.; 100 watts daytime on 1210 kc.

ARIZONA

*KWJB, Globe—Licensed to Sims Broadcasting Co., comprising Rev. William J. Sims, superintendent of Southern Methodist Hospital, Tucson; John W. Sims, his son, president of Sims Printing Co., Phoenix, and publisher of *Arizona Fex*, weekly political magazine; Bartley T. Sims, son, manager of station; 100 watts night and 250 watts day on 1210 kc.

KYCA, Prescott—CP issued to Southwest Broadcasting Co. (Albert Stetson, president; R. L. Webb, C. D. Rhodes, George Norman Hoffman, C. E. Lawrence); 100 watts night and 250 watts day on 1500 kc.

*KGLU, Safford—Licensed to Gila Broadcasting Co.; president and chief stockholder is J. F. Long, theater owner; 100 watts night and 250 watts day on 1420 kc.

FLORIDA

WJHP, Jacksonville—CP issued to The Metropolis Co., owned by John H. Perry, publisher of the *Jacksonville Journal*, *Pensacola Journal* and *News* and owner of WCOA, Pensacola; 250 watts on 1290 kc.

GEORGIA

WSAV, Savannah—CP issued to Arthur Lucas, operator of chain of Georgia theaters and part owner of WRDW, Augusta; 100 watts on 1310 kc.

IDAHO

KWAL, Wallace—CP issued to Chester Haworth, Wallace broker, and Clarence Berger, operator of KGCI, Couer d'Alene, 100 watts night and 250 day on 1420 kc.

ILLINOIS

*WMRO, Aurora—Licensed to Martin R. O'Brien, public administrator of Kane County, Ill., and member of county board of supervisors; 250 watts daytime on 1250 kc.

*WDAN, Danville—Licensed to Northwestern Publishing Co., publisher of *Danville Commercial-News* (Gannett Newspapers); 250 watts daytime on 1500 kc.

*WGIL, Galesburg—Licensed to Galesburg Broadcasting Co. (chief owners are Howard A. Miller, manager, and the executives of the *Galesburg Register-Mail*); 250 watts daytime on 1500 kc.

KANSAS

KVAK, Atchison—CP issued to Carl Latenser, operator of music and home appliance stores in Atchison, Leavenworth and Fall City, Neb.; 100 watts daytime on 1420 kc.

KTSW, Emporia—CP issued to Emporia Broadcasting Co. Inc. (16 local stockholders, including Dr. C. S. Trimble, physician, 20%; Dr. D. P. Trimble, physician, 10%; K. W. Trimble, former newspaperman who will manager, 10%; S. B. Warren, president, Warren Mortgage Co., 10%; R. P. Warren, vice-president, Warren Mortgage Co., 10%); 100 watts daytime on 1370 kc.

MAINE

*WCOU, Lewiston—Licensed to Twin City Broadcasting Co. (Jean B. Couture, Faust O. Couture, Valdor L. Couture and Bernard L. Howe, publishers of *Le Messager*, French language daily), 100 watts on 1210 kc.

MASSACHUSETTS

WOCB, Osterville—CP issued to Cape Cod Broadcasting Co. (Harriett M. Alleman and Helen W. MacLellan, realtors); 100 watts night and 250 watts day on 1210 kc.

MICHIGAN

*WHLS, Port Huron—Licensed to Port Huron Broadcasting Co. (Harmon LeRoy Stevens and father, Herman LeRoy Stevens, attorney); 250 watts daytime on 1370 kc.

MINNESOTA

*KYSM, Mankato—Licensed to F. B. Clements & Co., a copartnership consisting of F. Braden Clements, auto dealer; Clara D. Clements, his wife; C. C. Clements, his brother; 100 watts night and 250 watts day on 1500 kc.

MISSISSIPPI

*WSLI, Jackson—Licensed to Standard Life Insurance Company of the South; 100 watts night and 250 watts day on 1420 kc.

MONTANA

KRBM, Bozeman—CP issued to KRBM Broadcasters (Robert L. McNab Jr. and E. B. Craney, 50% each); 100 watts night and 250 watts day on 1420 kc.

NEW YORK

WENY, Elmira—CP issued to Elmira-Star Gazette Inc., publisher of *Elmira-Star-Gazette* and *Elmira Advertiser* (Gannett Newspapers); 250 watts daytime on 1200 kc.

WTRY, Troy—CP issued to Troy Broadcasting Co. Inc. (Harry C. Wilder, operator of WSYR, Syracuse, WTNJ, Jamestown, N. Y. and WNBX, Springfield, Vt., president, 2,700 shares; Tom Rourke, president of National City Bank, Troy, 600; Samuel E. Aronowitz, president of Bank of Green Island, New York, 600; Dr. J. L. Meader, president of Russell Sage College, 600); 1,000 watts daytime on 950 kc.

NORTH CAROLINA

WFNC, Fayetteville—CP issued to Cumberland Broadcasting Co., a partnership of W. C. Ewing, wholesale fertilizer dealer, and Harry Layman, radio engineer; 250 watts daytime on 1340 kc.

WGNC, Gastonia—CP issued to F. C. Todd, head of F. C. Todd Inc., distributors of textile machinery and supplies; 100 watts night and 250 day on 1420 kc.

WRAL, Raleigh—CP issued to Capitol Broadcasting Co. (Earl C. Marshburn, attorney, 40 shares; A. J. Fletcher, attorney, 35; Howard E. Satterfield, professor of engineering, U of North Carolina, 30; Charles E. Green, attorney, 30; E. Johnson Neal, insurance agent, 15); 100 watts night and 250 day on 1210 kc.

*WSTP, Salisbury—Licensed to Piedmont Broadcasting Corp. (Bryce P. Beard, bottlers supplies, president, 118 shares; J. F. Hurley Jr., publisher of *Salisbury Post*, vice-president, 94; Stahle Linn, attorney, 23; William S. Overton, auto dealer, secretary, 10; J. C. Brantley, J. Carson Brantley Adv. Agency, 20; J. P. Mattox, insurance agent, 10; C. F. Raney, auto dealer, 10; Gregory Peeler, baker, 5; Walter Carter, electrical supply dealer, 5; M. M. Murphy, insurance agent, 5); 100 watts night and 250 day on 1500 kc.

OHIO

WFMJ, Youngstown—CP issued to William F. Maag, Jr., publisher of the *Youngstown Vindicator*; 100 watts daytime on 1420 kc.

OKLAHOMA

*KOME, Tulsa—Licensed to Harry Schwartz, president of Tulsa Federation of Labor and business manager of monthly *Unionist Journal*; 250 watts daytime on 1310 kc.

OREGON

KBKR, Baker—CP issued to Louis P. Thornton, of Gresham, Ore.; 100 watts night and 250 day on 1500 kc.

*KBND, Bend—Licensed to the *Bend Bulletin* (Robert W. Sawyer, manager and editor, 64%; H. N. Fowler, publisher, 32%); 100 watts night and 250 watts day on 1310 kc.

PENNSYLVANIA

*WKST, New Castle—CP issued to Keystone Broadcasting Co. (S. W. Townsend, Fred W. Danner, Herbert S. Kirk, A. W. Graham); 250 watts daytime on 1250 kc.

*WPIC, Sharon—CP issued to Sharon Herald Broadcasting Co. (A. W. McDowell, publisher of *Sharon Herald*; John Fahnline Jr.; George E. Heiges); 250 watts daytime on 780 kc.

SOUTH CAROLINA

WTMA, Charleston—CP issued to partnership consisting of Y. W. Scarborough and J. W. Orvin, president and vice-president, respectively, of Atlantic Coast Life Insurance Co., Charleston, and sole owners of insurance company's stock; 100 watts night and 250 watts day on 1210 kc.

SOUTH CAROLINA *(Continued)*

WCOS, Columbia—CP issued to Carolina Advertising Corp. (A. B. Langley, president, and A. Haltiwanger, vice-president, 49 shares each; Mr. Langley and Mr. Haltiwanger, are president and vice-president, respectively, of the Carolina Life Insurance Co.); 100 watts night and 250 day on 1370 kc.

WRKL, Rock Hill—CP issued to P. W. Spencer, secretary-treasurer of Mechanics Federal Savings & Loan Association; 100 watts daytime on 1500 kc.

TENNESSEE

*WJHL, Johnson City—Licensed to Johnson City Broadcasting Co. (W. Hanes Lancaster, Chattanooga electrical supply dealer, and J. W. Birdwell, amateur radio operator, partners); 100 watts night and 250 day on 1200 kc.

TEXAS

KFDA, Amarillo—CP issued to Amarillo Broadcasting Corp. (C. S. Gooch, merchant of Amarillo, president, 51%; J. L. Nunn, vice-president, 25%; Gilmore N. Nunn, operator of WLAP, Lexington, Ky., secretary-treasurer, 24%); 100 watts on 1500 kc.

*KRIC, Beaumont—Licensed to Beaumont Broadcasting Association (B. A. Steinhagen, former mayor, head of Comet Rice Mills, Beaumont; D. C. Proctor, wholesale druggist; T. N. Whitehurst, insurance man); 100 watts on 1420 kc.

*KDNT, Denton—Licensed to Harwell V. Shepard, local funeral director; 100 watts daytime on 1420 kc.

KROD, El Paso—CP issued to Dorrance D. Roderick, publisher of *El Paso Times*; 100 watts on 1500 kc. (Regranted original grant of 1936).

*KSAM, Huntsville—Licensed to Sam Houston Broadcasting Association (Dr. C. N. Shaver, president of Sam Houston State Teachers College; W. Bryan Shaver, his son; H. G. Webster, banker); 100 watts daytime on 1500 kc.

*KPAB, Laredo—Licensed to M. M. Valentine, electrical engineer; 100 watts night and 250 watts day on 1500 kc.

KVWC, Vernon—CP issued to partnership consisting of R. H. Nichols, publisher of *Vernon Daily Record*; W. H. Wright, general manager of Pease River Flood Control District and secretary-treasurer of Texas Watershed Association; Stewart Hatch; 100 watts on 1500 kc.

TEXAS *(Continued)*

KWFT, Wichita Falls—CP issued to Wichita Broadcasting Co. (Officers and stockholders: Joe B. Carrigan, attorney, president; Harry Hamilton, auto dealer, vice-president; Sol Lasky, chain men's stores operator, secretary-treasurer; Gordon T. West, oil operator, director); 250 watts night and 1,000 day on 620 kc.

UTAH

*KVNU, Logan—Licensed to Cache Valley Broadcasting Co. (S. L. Billings, J. A. Reeder, J. M. Reeder, William P. Connor, Leo R. Jensen); 100 watts on 1200 kc.

VIRGINIA

WPIV, Petersburg—CP issued to Petersburg Newspaper Corp., publisher of *Petersburg Progress-Index* (interlocking control with *Norfolk Ledger-Dispatch*, *Norfolk Virginian-Pilot* and *Richmond Times-Dispatch*); 100 watts night and 250 day on 1210 kc.

WASHINGTON

KVAN, Vancouver—CP issued to Vancouver Radio Corp.; Sheldon F. Sackett, publisher of *Coos Bay Times*, Marshfield, and *Eugene News* and co-publisher of *Salem Statesman*, president, Dr. Elwood Caples, vice-president; Walter L. Read, secretary-treasurer and manager; 250 watts daytime on 880 kc.

WEST VIRGINIA

WJLS, Beckley—CP issued to Joe L. Smith Jr., electrical appliance shop owner and part owner of Beckley Hotel Co. and Beckley Newspaper Corp.; 100 watts night and 250 day on 1210 kc.

WGKV, Charleston—CP issued to Kanawha Valley Broadcasting Co. (W. A. Carroll, president, 23 shares; R. K. Talbot, vice-president, 1 share; S. J. Halstead, secretary-treasurer, 1 share); 100 watts on 1500 kc.

WBTH, Williamson—CP issued to Williamson Broadcasting Corp. (George W. Taylor, jeweler and electrical appliance dealer, 95%; W. P. Booker, utility man, 3%; William B. Hogg, attorney, 1%; F. W. Wagner, manager and chief engineer, 1%); 100 watts daytime on 1370 kc.

WISCONSIN

WJMC, Rice Lake—CP issued to Walter H. McGenty, of Duluth, publisher of the farm journal *Stock & Dairy Farmer*; 250 watts daytime on 1210 kc.

HAWAII

KTOH, Lihue—CP issued to Garden City publishing Co., Ltd., publisher of *Garden City Republican*, weekly; 100 watts night and 250 day on 1500 kc.

WTRY
TROY N.Y.

on the air
this year

950 Kc. 1000 Watts

Studios in Proctor Bldg.

ARE YOU LISTENING?

A nationally known research organization has been making a systematic, impartial survey of the listening habits of the people who live in the Buffalo area. Their check-up has definitely proved what we have known for quite some time, and that is that WBNY has lots and lots of listeners.

Some of the information gathered by these thoroughly reliable experts surprised us. For instance, during a two-hour period when several hundred homes were called on the telephone, one network station had NO listeners among those actually interviewed. But WBNY had plenty of them!

The next day, during a similar canvass, WBNY buried some of its competitors. We will not mention their call letters because it would be too much of a shock in certain quarters.

Why does WBNY have such a large audience? The answer is simple . . . up-to-the-minute news from near and far, broadcast when it IS news . . . beautiful music at all hours . . . a well-balanced daily schedule primarily designed for the enlightenment, entertainment and general benefit of the entire community.

WBNY

The station the
people like at
all hours.

Owned and
Operated by
Roy L. Albertson

485 Main Street,
Buffalo . . . phone
Cleveland 3365

National Association of Broadcasters: 1938-39 Officers and Committees

Headquarters Office: 1626 K St. N. W., Washington, D. C. Phone: NAtional 2080

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Paul F. Peter, *Director of Research*
Joseph L. Miller, *Director of Labor Relations*
Edward M. Kirby, *Director of Public Relations and Education*

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(District 11: Minnesota, North Dakota, South Dakota)

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(District 12: Kansas, Oklahoma)

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(District 13: Texas)

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(District 14: Colorado, Idaho, Utah, Wyoming, Montana)

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(District 15: California, excluding San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial counties; Nevada, Hawaii)

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(District 16: Arizona, New Mexico, California, including counties excepted in District 15)

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(District 17: Alaska, Oregon, Washington)

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Clear Channel

Harold Hough, WBAP, Fort Worth
Lambdin Kay, WSB, Atlanta

Regional Channel

†Frank M. Russell, WRC, Washington
Elliott Roosevelt, Hearst Radio Inc.

Local Channel

†John Elmer, WCBM, Baltimore
Edward A. Allen, WLVA, Lynchburg, Va.

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* Directors elected at 1938 convention from Districts 1, 3, 5, 9, 11, 13, 15 and 17 will serve one-year terms; all others two-year terms. Thereafter all directors will be elected for two-year terms.

† Constitute executive committee which will also include new president to be named.

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Eugene F. McDonald Jr. (WJAZ)	1923-1925
Frank W. Elliot (WHO)	1925-1926
Earle C. Anthony (KFI)	1926-1928
William S. Hedges (WMAQ)	1928-1930
Walter Damm (WTMJ)	1930-1931
*Harry Shaw (WMT)	1931-1932
Truman Ward (WLAC)	1932-1933
Alfred J. McCosker (WOR)	1933-1935
Leo Fitzpatrick (WJR)	1935-1936
Charles W. Myers (KOIN)	1936-1937
John Elmer (WCBM)	6-23-37—2-16-38
Mark Ethridge (WHAS)	3-30-38—7-1-38
Neville Miller	1938-

* *Deceased.*

COMMITTEES

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SALES MANAGERS COMMITTEE—Craig Lawrence, KSO, Des Moines, chairman; Frank Bishop, KFEL, Denver; Charles C. Caley, WMBD, Peoria; K. W. Church, KMOX, St. Louis; William R. Cline, WLS, Chicago; E. Y. Flanigan, WSPD, Toledo; Purnell Gould, WFBR, Baltimore; Herbert Hollister, KANS, Wichita; J. Buryl Lottridge, KTUL, Tulsa.

WAGE AND HOUR ACT COMMITTEE—Joseph L. Miller, NAB, Washington, acting chairman; H. W. Batchelder, WFBR, Baltimore; William B. Dolph, WOL, Washington; John V. L. Hogan, WQXR, New York; C. T. Lucy, WRVA, Richmond.

NAB-RMA COMMITTEE—For NAB: Neville Miller, NAB, Washington, D. C., chairman; Edward Klauber, CBS; I. R. Lounsberry, WGR-WKBW, Buffalo; H. Bliss McNaughton, WTBO, Cumberland, Md.; Theodore Streibert, MBS. For RMA: James M. Skinner, Philadelphia Storage Battery Co., Philadelphia, chairman; Henry C. Bonfig, RCA Manufacturing Co. Inc., Camden, N. J.; Powel Crosley, The Crosley Corp., Cincinnati; Comdr. E. F. McDonald Jr., Zenith Radio Corp., Chicago; A. S. Wells, Wells-Gardner Co., Chicago (ex-officio member).

RESEARCH COMMITTEE—*Arthur B. Church, KMBC, Kansas City, chairman; H. K. Carpenter, WHK, Cleveland; John V. L. Hogan, WQXR, New York; *Paul Keston, CBS; *J. O. Maland, WHO, Des Moines; George Roeder, WCBM, Baltimore; *Roy C. Witmer, NBC; ex-officio, Paul F. Peter, NAB, Washington; *Neville Miller, NAB, Washington. *Committee of five representing NAB on the Joint Committee on Radio Research. Mr. Miller is chairman of this group.

Code of Ethics of the National Association of Broadcasters

Adopted at 1935 Convention

1. Recognizing that the radio audience includes persons of all ages and all types of political, social and religious belief, each member station will endeavor to prevent the broadcasting of any matter which would commonly be regarded as offensive.

2. When the facilities of a member station are used by others than the owner, the member shall ascertain the financial responsibility and character of such client, that no dishonest, fraudulent or dangerous person, firm or corporation may gain access to the radio audience.

3. Matter which is barred from the mails as fraudulent, deceptive or obscene shall not be broadcast by a member station.

4. Each member station shall refuse any advertising matter regarding products or services injurious to health.

5. Each member station shall maintain a public record of its current rates charged to advertisers for the use of broadcasting time together with all discounts, rebates, refunds and agency commissions which shall be allowed to the users of such time or to their recognized agents.

6. Each member station shall refuse to accept any business on a cost per inquiry, contingent, or percentage basis, or to accord free time for commercial use.

7. No member station shall permit the broadcasting of advertising statements or claims which he knows or believes to be false, deceptive or grossly exaggerated.

8. No member station shall defame or disparage a competitor, directly or indirectly, by words or acts which untruthfully call in question such competitor's business integrity, ability to perform contracts, credit standing or quality of service.

9. No member station shall claim for its service a character, scope or quality which cannot be substantiated, nor shall it claim as regular characteristics of its service features which it knows to be purely temporary or accidental.

10. Where charges of violation of any article of the code of ethics of the National Association of Broadcasters are filed in writing with the Managing Director, the Board of Directors shall investigate such charges, give opportunity for hearing and afterwards notify the station of its findings.

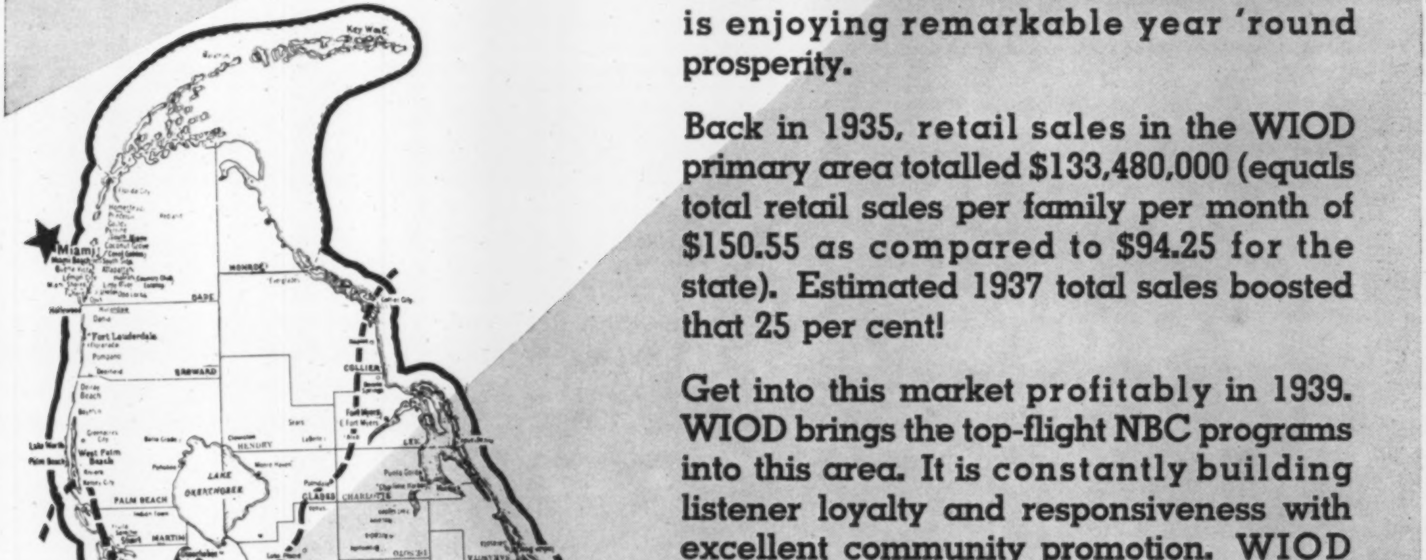
LOOK AT FLORIDA SALES-SIDE UP!

South Florida is growing fast. In addition to its tremendous wintertime business, it is enjoying remarkable year 'round prosperity.

Back in 1935, retail sales in the WIOD primary area totalled $133,480,000 (equals total retail sales per family per month of $150.55 as compared to $94.25 for the state). Estimated 1937 total sales boosted that 25 per cent!

Get into this market profitably in 1939. WIOD brings the top-flight NBC programs into this area. It is constantly building listener loyalty and responsiveness with excellent community promotion. WIOD will SELL your products and services in this area.

Put Florida on your sales map in 1939. Put it there SALES-SIDE UP!


Miami
Key West
MONROE
DADE
Fort Lauderdale
BROWARD
West Palm Beach
LAKE OKEECHOBEE
PALM BEACH
MARTIN
SAINT LUCIE
HENDRY
COLLIER
Fort Myers
LEE
CHARLOTTE
GLADES
HIGHLANDS
OKEECHOBEE
Jacksonville

Map, Copyright American Map Co. Inc., New York. No. 9182

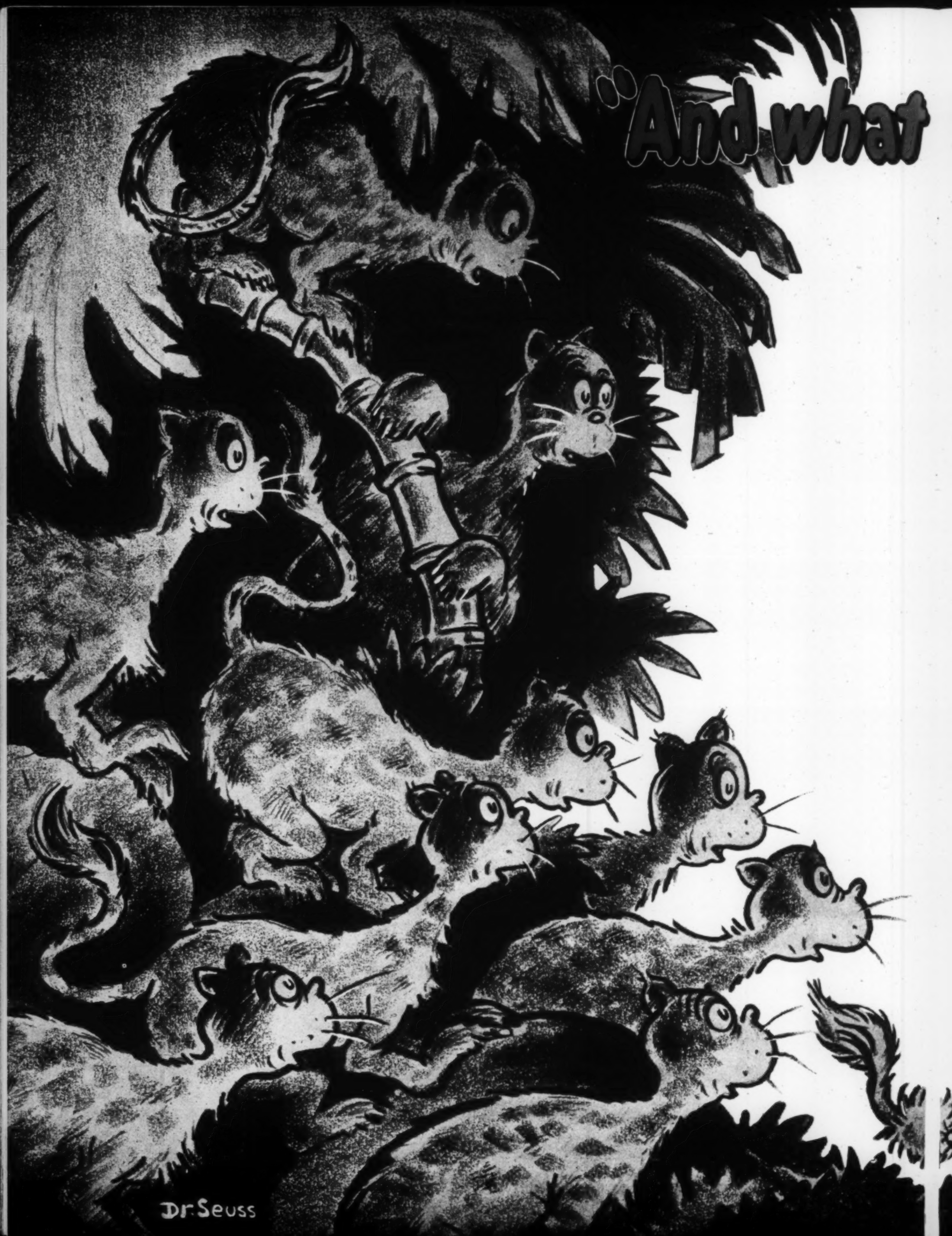
WIOD is a member of the NBC Red and Blue Networks, and the Gold Group of the World Transcription System.

WIOD

MIAMI, FLORIDA
610 KC

XUM

"And what



t makes his particular Spots so attractive?"

FROM where we sit, it's impossible for us to know the *how* and the *why* about leopards . . . or whatever those things are.

But, from where we sit, we are in perfect position to know why NBC's Spots are the Most Attractive Spots in all radio

- **NBC** offers spot-broadcasters 15 stations programmed by NBC, in 10 key cities.
- **NBC** spots are strategic spots. Through them, spot-broadcasters cover the richest markets in America.
- **NBC** spots are proven spots. Their sales-results have written one of NBC's favorite Success Stories.
- **NBC** spots are popular spots. They consistently broadcast NBC Network and Local programs that command great audiences, kept in a buying mood by the best entertainment.
- **NBC** maintains Spot-Advertising Specialists in each of these cities. These men can and will discuss with you your own particular spot-advertising problem.

FOR INFORMATION REGARDING ANY OF THESE NBC STATIONS

BOSTON-SPRINGFIELD
WBZ-WBZA (990 KC)
50,000 - 1,000 Watts

CHICAGO
WENR 50,000 Watts (870 KC)
WMAQ 50,000 Watts (670 KC)

CLEVELAND
WTAM 50,000 Watts
(1070 KC)

DENVER
KOA 50,000 Watts (830 KC)

NEW YORK
WEAF 50,000 Watts (660 KC)
WJZ 50,000 Watts (760 KC)

PHILADELPHIA
KYW 10,000 Watts (1,020 KC)

PITTSBURGH
KDKA 50,000 Watts (980 KC)

SAN FRANCISCO
KGO 7,500 Watts (790 KC)
KPO 50,000 Watts (680 KC)

SCHENECTADY
WGY 50,000 Watts (790 KC)

WASHINGTON, D.C.
WMAL 500-250 Watts
(630 KC)
WRC 5,000-1,000 Watts
(950 KC)

WRITE, WIRE OR PHONE
THE NBC SALES OFFICE IN ANY
OF THE CITIES LISTED ABOVE.
OFFICES ALSO IN DETROIT
AND HOLLYWOOD

NATIONAL BROADCASTING COMPANY
A RADIO CORPORATION OF AMERICA SERVICE
WORLD'S GREATEST BROADCASTING SYSTEM

Directory of
BROADCASTING STATION REPRESENTATIVES

(For stations represented, see last column of station directory.)

**Indicates company is engaged in newspaper representation and also represents stations*

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE NO.	MANAGER
ALL-CANADA RADIO FACILITIES, LTD.	**Calgary, Alberta**	**Southam Bldg.**	**R-2021**	**H. R. Carson** **F. W. Cannon**
	Toronto, Antario	**Victory Bldg.**	**Elgin 2464**	**G. F. Herbert**
	Montreal, Quebec	**Dominion Square Bldg.**	**Lancaster 6500**	**Burt Hall**
	Winnipeg, Manitoba	**Manitoba Telephone Bldg.**	**92-191**	**P. H. Gayner**
	Vancouver, British Columbia	**541 W. Georgia St.**	**Trinity 1391**	**J. E. Baldwin**
Associated Broadcasting Co., Ltd.	Montreal, Que.	Crescent Bldg.	Belair 3325	M. Maxwell, Vice-President
	Toronto, Ont.	Hermant Bldg.	Elgin 3345	E. A. Byworth, President
Bertha Bannan	Boston, Mass.	15 Little Bldg.	Hancock 6178	Bertha Bannan
*Bassler & Co.	Chicago, Ill.	307 N. Michigan Ave.	Central 0937	Geo. B. Bassler
WALTER BIDDICK CO.	**Los Angeles, Cal.**	**Chamber of Commerce Bldg.**	**Richmond 6184**	**Walter Biddick**
	San Francisco, Cal.	**Russ Bldg.**	**Sutter 5415**	**Walter Monroe, Jr.**
	Seattle Wash.	**Exchange Bldg.**	**Main 6440**	**John Kiewel**
John Blair & Co.	Chicago, Ill.	520 N. Michigan Ave.	Superior 8659	John Blair
	New York City	341 Madison Ave.	Murray Hill 9-6084	George W. Bolling
	Detroit, Mich.	New Center Bldg.	Madison 7889	R. H. Bolling
	Los Angeles, Cal.	Chamber of Commerce Bldg.	Prospect 3584	Carleton Coveny
	San Francisco, Cal.	Russ Bldg.	Douglas 3188	Lindsey H. Spight
	Seattle, Wash.	1411 Fourth Ave.	Seneca 2377	Richard McBroom
*The Branham Co.	Chicago, Ill.	360 N. Michigan Ave.	Central 5726	E. F. Corcoran
	New York City	230 Park Ave.	Murray Hill 6-1860	Y. P. Motz
	Detroit, Mich.	General Motors Bldg.	Trinity 1-0440	H. A. Anderson
	St. Louis, Mo.	Arcade Bldg.	Chestnut 6192	W. F. Patzlaff
	Kansas City, Mo.	National Fidelity Life Bldg.	Harrison 1023	Geo. F. Dillon
	Atlanta, Ga.	Rhodes-Haverty Bldg.	Walnut 4851	J. B. Keough
	Dallas, Texas	Mercantile Bldg.	2-8569	A. J. Putman
	San Francisco, Cal.	235 Montgomery St.	Garfield 6740	A. B. Fenger
	Los Angeles, Cal.	448 S. Hill St.	Michigan 1269	W. L. Blythe
	Seattle, Wash.	1004 Second Ave.	Melrose 9193	A. G. Neitz
	Portland, Ore.	921 S. W. Sixth Ave.	Atwater 7484	G. A. Wellington
Broadcasting Abroad, Ltd. (Foreign Station Representation)	New York City	119 W. 57th St.	Circle 7-4161	Henry G. Hoberg
*Bryant, Griffith & Brunson, Inc.	New York City	9 E. 41st St.	Murray Hill 2-2174	Harry C. Griffith
	Chicago, Ill.	360 N. Michigan Ave.	Andover 1040	Fred F. Parsons
	Detroit, Mich.	General Motors Bldg.	Madison 3534	Harry W. Pollard
	Boston, Mass.	201 Devonshire St.	Liberty 4259	Joseph Walsh
	Atlanta, Ga.	Walton Bldg.	Walnut 9116	B. Frank Cook
BURN-SMITH CO., INC.	**New York City**	**7 W. 44th St.**	**Murray Hill 2-7462**	**Walter P. Burn** **G. Byron Smith**
	Chicago, Ill.	**Bell Bldg.**	**Central 4270**	**John Toothill**
	Detroit, Mich.	**New Center Bldg.**	**Madison 3350**	**Don F. Daubel**
*Capper Publications	New York City	420 Lexington Ave.	Mohawk 4-3280	Philip Zach Dean Bailey
	Detroit, Mich.	General Motors Bldg.	Madison 2125	E. J. McKernan
	Chicago, Ill.	180 N. Michigan Ave.	Central 5977	Felix Morris
	San Francisco, Cal.	1207 Russ Bldg.	Douglas 5220	W. B. Flowers
Conquest Alliance Co., Inc. (Foreign Station Representation)	New York City	515 Madison Ave.	Plaza 3-5650	A. M. Martinez
	Chicago, Ill.	203 N. Wabash Ave.	State 3348	A. V. Bamford
	Havana, Cuba	Edificio La Metropolitana	M-2953	Rene Canizares
	Buenos Aires, Argentina	Sarmiento 559	Retiro 0664	Carlos Deges
	Rio de Janeiro, Brazil	Edificio Odeon	42-0945	R. Constantinesco
ASSOCIATED COMPANIES				
Broadcast Enterprises Ltd.	London, England	Abbey House	Abbey 4093	E. R. Voigt
Informations et Publicite	Paris, France	50 Rue de Chateaudun	Trinite 81-12	Jacques Parsons
Ricardo Vivado O	Santiago, Chile	Casilla 627	66764	R. Vivado
Cox and Tanz	Philadelphia, Pa.	Drexel Bldg.	Lombard 1720	A. P. Cox
	New York City	535 Fifth Ave.	Murray Hill 2-8284	E. R. Tanz
	Chicago, Ill.	228 N. La Salle St.	Franklin 2095	J. C. Cox, Jr.
Dominion Broadcasting Co.	Toronto, Ont.	4 Albert St.	Adelaide 3383	Hal B. Williams
James F. Fay (Radio Broadcasting Co., Inc.)	Boston, Mass.	Statler Bldg.	Hubbard 1225	James F. Fay
Forjoe & Co.	New York City	19 W. 44th St.	Vanderbilt 3-8950	Forrest U. Daughdrill
FREE & PETERS, INC.	**Chicago, Ill.**	**180 N. Michigan Ave.**	**Franklin 6373**	**James L. Free**
	New York City	**247 Park Ave.**	**Plaza 5-4131**	**H. Preston Peters**
	Detroit, Mich.	**New Center Bldg.**	**Trinity 2-8444**	**Charles G. Burke**
	San Francisco, Cal.	**111 Sutter St.**	**Sutter 4353**	**A. Leo Bowman**
	Los Angeles, Cal.	**Chamber of Commerce Bldg.**	**Richmond 6184**	**Walter Biddick**
	Atlanta, Ga.	**Walton Bldg.**	**Jackson 1678**	**F. Lacelle Williams**
Gene Furgason & Co., Inc.	Chicago, Ill.	221 N. La Salle St.	State 5241	C. L. Sleininger
	New York City	551 Fifth Ave.	Murray Hill 2-3734	Gene Ferguson
	Kansas City, Mo.	1012 Baltimore Ave.	Grant 0810	J. J. Farrell
Norman B. Furman (Foreign Language Representative)	New York City	117 W. 46th St.	Longacre 3-0035	Norman B. Furman
Melchor Guzman Co., Inc. (Represents stations in Argentina)	New York City	Time & Life Bldg.	Circle 7-2450	L. Hahn
GEORGE P. HOLLINGBERY CO.	**Chicago, Ill.**	**307 N. Michigan Ave.**	**State 2898**	**George P. Hollingbery**
	New York City	**420 Lexington Ave.**	**Murray Hill 3-8078**	**F. E. Spencer, Jr.**
	San Francisco, Cal.	**564 Market St.**	**Garfield 7511**	**J. Leslie Meek**
	Atlanta, Ga.	**Walton Bldg.**	**Walnut 4039**	**George M. Kohn**
Inland Broadcasting Ltd., Inc.	Winnipeg, Manitoba	171 McDermot Ave.	92-531	Dawson Richardson

(Continued on page 84)

WINS	*New York*	WACO	*Waco*
WBAL	*Baltimore*	KNOW	*Austin*
WCAE	*Pittsburgh*	KTSA	*San Antonio*
WSAI	*Cincinnati*	KOY	*Phoenix*
WLS	*Chicago*	KEHE	*Los Angeles*
WISN	*Milwaukee*	KYA	*San Francisco*
KOMA	*Oklahoma City*	TEXAS	*State Network*

Exclusive Representatives

INTERNATIONAL RADIO SALES

20 East 57th STREET • NEW YORK

CHICAGO LOS ANGELES SAN FRANCISCO

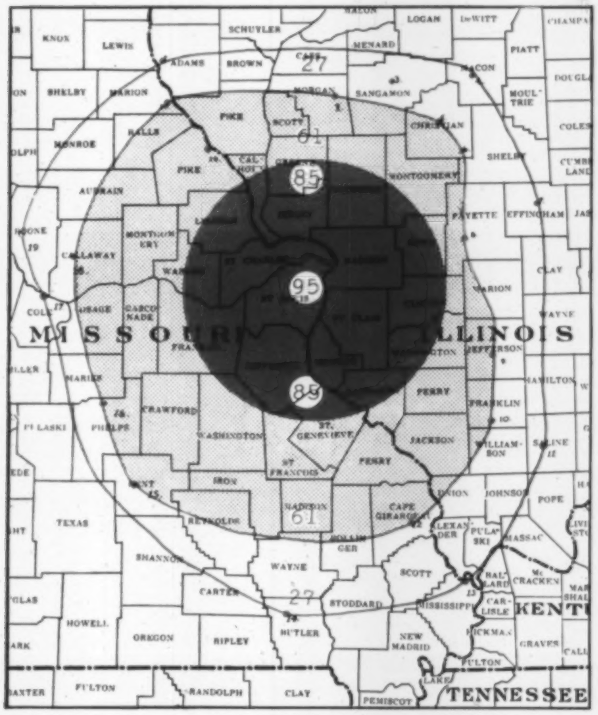
DIRECTORY OF BROADCASTING STATION REPRESENTATIVES

**Indicates company is engaged in newspaper representation and also represents stations*

(Continued from Page 82)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE NO.	MANAGER
International Broadcasting Co., Ltd. (Represents European Stations accepting sponsored Programs)	London W-1, England	37 Portland Place	Langham 1221	R. L. Meyer
INTERNATIONAL RADIO SALES	**New York City**	**20 E. 57th St.**	**Plaza 8-2600**	**Loren L. Watson**
	Chicago, Ill.	**326 W. Madison St.**	**Central 4547**	**Ralph Weil**
	Los Angeles, Cal.	**141 N. Vermont St.**	**Exposition 1341**	**John Livingston**
	San Francisco, Cal.	**Hearst Bldg.**	**Douglas 2536**	**John Livingston**
THE KATZ AGENCY, INC.	**New York City**	**500 Fifth Ave.**	**Longacre 5-4594**	**Eugene Katz**
	Chicago, Ill.	**307 N. Michigan Ave.**	**Central 4238**	**Paul Ray**
	Philadelphia, Pa.	**260 S. Broad St.**	**Kingsley 1950**	**M. J. Flynn**
	Detroit, Mich.	**General Motors Bldg.**	**Trinity 2-7685**	**Ralph Bateman**
	Kansas City, Mo.	**Bryant Bldg.**	**Victor 7095**	**Gordon Gray**
	Dallas, Tex.	**Republic Bank Bldg.**	**Dallas 2-7936**	**Frank M. Brimm**
	Atlanta, Ga.	**22 Marietta St. Bldg.**	**Walnut 4795**	**Fred M. Bell**
	San Francisco, Cal.	**Monadnock Bldg.**	**Sutter 7498**	**R. S. Railton**
*Kelly-Smith Co.	New York City	420 Lexington Ave.	Mohawk 4-2434	Frank M. Headley
	Chicago, Ill.	180 N. Michigan Ave.	Franklin 4683	Dwight S. Reed
	Detroit, Mich.	New Center Bldg.	Madison 4675	Robert B. Rains
Fally Markus (Representing Primera Cadena Argentina de Broadcasting, Buenos Aires)	New York City	1560 Broadway	Bryant 9-2890	Fally Markus
	Buenos Aires, Argentina	Santa Fe 2043	U.D. 44-0534	Antonio DiLiello
Joseph Hershey McGillvra	New York City	366 Madison Ave.	Vanderbilt 3-5055	J. H. McGillvra Norman R. Prouty
	Chicago, Ill.	919 N. Michigan Ave.	Superior 3444	Harlan G. Oakes
	Los Angeles, Cal.	527 W. 7th St.	Van Dyke 6336	William S. Wright
	San Francisco, Cal.	Mills Bldg.	Sutter 1393	Duncan A. Scott
	Toronto, Ont.	Metropolitan Bldg.	Adelaide 4429	C. William Wright
	Montreal, Quebec	Keefer Bldg.	Marquette 1184	Lovell Mickles, Jr.
*J. P. McKinney & Son	New York City	30 Rockefeller Plaza	Circle 7-1178	R. H. McKinney
	Chicago, Ill.	400 N. Michigan Ave.	Superior 9866	C. W. Erwin
	San Francisco, Cal.	742 Market St.	Garfield 4917	R. J. Bidwell
Mexican Radio Sales	Chicago, Ill.	360 N. Michigan Ave.	Randolph 7606	W. H. Pugh
*Mitchell & Ruddell, Inc.	New York City	295 Madison Ave.	Ashland 4-6698	P. J. Bogner
	Chicago, Ill.	180 N. Michigan Ave.	Central 1160	H. B. Ruddell
	Kansas City, Mo.	1004 Baltimore Ave.	Victor 1421	R. W. Mitchell
	St. Louis, Mo.	Insurance Exchange Bldg.	Chestnut 1965	Fred Wright
NATIONAL BROADCASTING CO. **(National Spot Sales)**	**New York City**	**30 Rockefeller Plaza**	**Circle 7-8300**	**Maurice M. Boyd**
	Chicago, Ill.	**Merchandise Mart**	**Superior 8300**	**Oliver Morton**
	Detroit, Mich.	**Fisher Bldg.**	**Trinity 2-7900**	**R. H. White**
	Cleveland, O.	**815 Superior Ave., N. E.**	**Cherry 0942**	**Don Stratton**
	Pittsburgh, Pa.	**Grant Bldg.**	**Grant 4200**	**A. L. Hasenbalg**
	San Francisco, Cal.	**111 Sutter St.**	**Sutter 1920**	**William B. Ryan**
	Hollywood, Cal.	**Sunset Blvd. & Vine St.**	**Hollywood 6161**	**Sydney Dixon**
Northern Broadcasting Co., Ltd.	Toronto, Ont.	Victory Bldg.	Elgin 2464	Jack K. Cooke
Pan American Broadcasting Co. (Represents Stations in Latin America)	New York City	330 Madison Ave.	Murray Hill 2-0811	E. Bernald
*John H. Perry Associates	New York City	225 W. 39th St.	Bryant 9-3357	William K. Dorman
	Chicago, Ill.	122 S. Michigan Ave.	Harrison 8085	O. J. Ranft
	Detroit, Mich.	7338 Woodward Ave.	Madison 0790	J. J. Higgins
	Atlanta, Ga.	Chamber of Commerce Bldg.	Walnut 3443	R. S. Kendrick
	San Francisco, Cal.	742 Market St.	Garfield 4917	R. J. Bidwell Co.
	Philadelphia, Pa.	1524 Chestnut St.	Rittenhouse 0886	M. S. Lewin
EDWARD PETRY & CO., INC.	**New York City**	**17 E. 42nd St.**	**Murray-Hill 2-3850**	**Edward Petry** **Henry I. Christal**
	Chicago, Ill.	**400 N. Michigan Ave.**	**Delaware 8600**	**Edward E. Voynow**
	Detroit, Mich.	**General Motors Bldg.**	**Madison 1035**	**Joseph R. Spadea**
	San Francisco, Cal.	**111 Sutter St.**	**Garfield 4010**	**Earle H. Smith**
	Los Angeles, Cal.	**601 W. Fifth St.**	**Michigan 8729**	**Chester G. Matson**
Radio Advertising Corp.	New York City	341 Madison Ave.	Murray Hill 4-0212	Henri O. Molley
	Chicago, Ill.	360 N. Michigan Ave.	Central 0605	George Roesler
	Cleveland, O.	Terminal Tower	Prospect 5800	Charles A. Stevens
Radio Time Agency	Chicago, Ill.	360 N. Michigan Ave.	Dearborn 0351	Palmer Terhune
RADIO SALES **(Division of Columbia Broadcasting System)**	**Chicago, Ill.**	**410 N. Michigan Ave.**	**Whitehall 6000**	**J. Kelly Smith**
	New York City	**485 Madison Ave.**	**Wickersham 2-2000**	**A. E. Joscelyn**
	Detroit, Mich.	**Fisher Bldg.**	**Trinity 2-5500**	**Herbert A. Carlborg**
	San Francisco, Cal.	**Palace Hotel**	**Garfield 4700**	**Henry Jackson**
	Los Angeles, Cal.	**Columbia Square**	**Hollywood 2484**	**George L. Moskovics**
	Milwaukee, Wis.	**4118 Plankinton Arcade**	**Daly 3900**	**Victor Giebish**
	Charlotte, N. C.	**Wilder Bldg.**	**3-7107**	**Royal Penny**
WILLIAM G. RAMBEAU CO.	**Chicago, Ill.**	**Tribune Tower**	**Delaware 3838**	**William G. Rambeau**
	New York City	**Chanin Bldg.**	**Caledonia 5-4940**	**Don Miller**
	Detroit, Mich.	**General Motors Bldg.**	**Madison 6828**	**George J. O'Leary**
	San Francisco, Cal.	**Russ Bldg.**	**Garfield 5533**	**Ross C. Rambeau**
PAUL H. RAYMER CO.	**Chicago, Ill.**	**435 N. Michigan Ave.**	**Superior 4473**	**Paul H. Raymer**
	New York City	**366 Madison Ave.**	**Murray Hill 2-8690**	**Fred C. Brokaw**
	Detroit, Mich.	**General Motors Bldg.**	**Trinity 2-8060**	**H. W. Mallinson**
	San Francisco, Cal.	**Russ Bldg.**	**Douglas 2373**	**E. S. Townsend**

(Continued on page 88)



1. Quincy
2. Jacksonville
3. Springfield
4. Decatur
5. Taylorville
6. Pana
7. Effingham
8. Vandalia
9. Mt. Vernon
10. West Frankfort
11. Harrisburg
12. Cape Girardeau
13. Cairo
14. Poplar Bluff
15. Salem
16. Rolla
17. Jefferson City
18. Fulton
19. Columbia
20. Louisiana
21. Hannibal

This is the Coverage Story of

KWK

ST. LOUIS
NBC — MBS

IN ST. LOUIS ninety-five out of a hundred listeners habitually listen to St. Louis stations. On a radius away from the city this percentage drops to 85, to 61 and then to 27 as indicated on the map. St. Louis Sponsors can commercially influence homes in the 95, 85 and 61 per cent Areas — for markets beyond that other stations should be used. KWK has termed the 95, 85 and 61 per cent Areas — The St. Louis Zone of Radio Influence.

FACTS ON THE ST. LOUIS ZONE OF RADIO INFLUENCE

Radio Homes	**449,588**
Retail Sales	**$393,650,000**
Food	**107,013,000**
Automotive	**53,092,000**
Filling Stations	**18,460,000**
Drug	**15,009,000**

ONLY THOSE HOMES and Retail Sales which the St. Louis Sponsor can directly influence are shown above. U. S. Department of Commerce (1935) figures are reduced by the factor of Audience Intensity to St. Louis Stations in each Area.

THE KWK SPONSOR obtains potential Coverage of 88 per cent of the Radio Homes and potential Influence of 90 per cent of the Retail Sales in the St. Louis Zone of Radio Influence. These figures are taken from the most thorough radio survey ever made of the St. Louis outlying area. 7173 completed telephone calls were made in 21 towns by R. L. Polk and Company. KWK Coverage of a Major Market was dramatically proven.

KWK

THOMAS PATRICK, Inc.
HOTEL CHASE SAINT LOUIS
Representative, Paul H. Raymer Co.
NEW YORK CHICAGO SAN FRANCISCO

The World's Greatest

NBC
NBC
NEW YORK

XUM

Broadcasting System

is a title that NBC has earned by performance

THE reference to NBC as The World's Greatest Broadcasting System is no self-imposed title. Everywhere, the majority of listeners consider Radio City, New York, to be the world center of broadcasting. Radio City is the home of NBC. A brief glance at some of the outstanding NBC services explains how NBC has rightfully won its title—The World's Greatest Broadcasting System.

Program Leadership

The Red and Blue Networks of NBC are each on the air for an average of 17½ hours a day, or a total of 35 hours. During the year 1938, NBC has sent out more than 56,000 programs. All of these programs were free for the tuning to some 26,000,000 radio owning families in the United States. In addition, many of them reached other millions through short wave and through arrangements with broadcasting organizations in other countries.

At its inception, NBC felt that one of the most essential features of successful broadcasting would always be the planning of programs. Throughout 12 years, the style in programs has been set by NBC. Many of the most important types of programs now broadcast were first conceived and put on the air by NBC.

Network Leadership

Through its two great networks, NBC offers double nation-wide service for advertisers. The NBC Red Network provides more intensive nation-wide circulation than any other network. With unexcelled station facilities and top flight programs it commands the biggest audiences in broadcasting. On the Blue Network, NBC offers national circulation at the lowest cost per listening family ever offered by any network. Advertisers obtain this unapproached low cost through means of the new economy discounts recently established for the NBC Blue and important supplementary groups.

Whether the advertiser wishes to obtain the most intensive available nation-wide circulation, or whether he prefers to "go National" at a new all-time low cost, NBC can serve him.

Leadership in Transcriptions

The outstanding entertainment provided by NBC Transcription Service is the result of facilities which no one else can offer. To produce these transcriptions, NBC and RCA cooperate. Through RCA is obtained the benefit of leadership in mechanical reproduction recording of sound.

National spot and local advertisers can obtain from the NBC Record Program Service complete facilities for the creation, casting, and recording of programs. The NBC Thesaurus is used by 221 station subscribers.

Leadership in Spot and Local Advertising

By every measurement NBC Managed Stations are unquestionably "Tops in Spot." Spot advertisers find these stations particularly economical because fewer stations are needed to cover broad territories. The majority of these stations are super-power transmitters on clear channels covering major markets. The combination of adequate power and favorable frequency delivers the most complete obtainable coverage.

Leadership in Artists' Service

One of the largest talent organizations in the world is the NBC Artists' Service. As a division of NBC, this Service provides artists with personal management, and in addition, valuable guidance. NBC Artists are available for every type of entertainment, both public and private. A particular function of NBC service is to provide radio advertisers and their agencies with talent specifically suited to the advertiser's sales problems. In addition, the service furnishes sound program ideas and complete casts.

"In the Public Interest"

At all times the National Broadcasting Company aims to operate its networks in the interest of the public. We feel it is our obligation to provide through radio an instrument of free discussion . . . to give both sides on important public questions an equal opportunity to weigh the evidence each side offers in support of its opinions. And, in this way, an informed electorate is built up—an electorate which can express itself intelligently at the polls.

News of national interest to American citizens is reported skilfully and impartially . . . "in the public interest." This principle accounts for such notable services as the reporting of the Czecho-Slovakian crisis, and the day by day broadcasting of events at the Lima Conference, as well as hundreds of other vital news broadcasts, from at home and abroad. Our basic priniciple of impartiality also governs the conduct of all programs which go out over the NBC Networks.

That these and similar services of NBC are outstanding in broadcasting is due in large measure to the fact that NBC draws freely upon the experience, research and resources of the Radio Corporation of America, the only organization that makes and does everything in radio and sound. All the points of leadership enumerated above are the factors which make NBC The World's Greatest Broadcasting System.

NATIONAL BROADCASTING COMPANY

THE WORLD'S GREATEST
BROADCASTING SYSTEM

A RADIO CORPORATION
OF AMERICA SERVICE

XUM

DIRECTORY OF BROADCASTING STATION REPRESENTATIVES

**Indicates company is engaged in newspaper representation and also represents stations*

(Continued from Page 84)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE NO.	MANAGER
***REYNOLDS-FITZGERALD INC.**	**Chicago, Ill. New York City Detroit, Mich. Philadelphia, Pa. San Francisco, Cal. Los Angeles, Cal. Seattle, Wash.**	**360 N. Michigan Ave. 515 Madison Ave. General Motors Bldg. Land Title Bldg. 58 Sutter St. 117 W. 9th St. Lloyd Bldg.**	**State 4294 Eldorado 5-7020 Madison 4250 Rittenhouse 3839 Garfield 6144 Tucker 2474 Elliott 6452**	**Edwin C. Allen Harry D. Reynolds Richard T. Healy J. D. Cathcart Judson H. Carter Charles E. Fisher Henry R. Ferriss**
SEARS & AYER, INC.	**Chicago, Ill.**	**520 N. Michigan Ave.**	**Superior 8177**	**{B. H. Sears {A. T. Sears**
	New York City	**350 Madison Ave.**	**Murray Hill 2-2046**	**Hibbard Ayer**
Jack Slatter	Toronto, Ont.	4 Albert St.	Adelaide 3383	Jack Slatter
Spot Broadcasting Inc.	New York City	303 W. 42nd St.	Circle 6-9375	Helen A. Thomas
Transamerican Broadcasting & Television Corp.	New York City	521 Fifth Ave.	Murray Hill 6-2370	{John L. Clark {E. J. Rosenberg
	Chicago, Ill. Hollywood, Cal.	333 N. Michigan Ave. 5833 Fernwood Ave.	State 0366 Hollywood 5315	Virgil Reiter William V. Ray
J. Franklin Viola & Co. (Foreign Language Representation)	New York City	152 W. 42nd St.	Chickering 4-3254	J. Franklin Viola
WEED & CO.	**New York City Chicago, Ill. Detroit, Mich. San Francisco, Cal.**	**350 Madison Ave. 203 N. Wabash Ave. Michigan Bldg. 111 Sutter St.**	**Vanderbilt 3-6966 Randolph 7730 Cadillac 3810 Douglas 6446**	**Joseph J. Weed C. C. Weed M. J. Thoman Roy Frothingham**
Wellman Service	Philadelphia, Pa.	1631 Chestnut St.	Rittenhouse 6576	F. A. Wellman
HOWARD H. WILSON CO.	**Chicago, Ill. New York City Kansas City, Mo.**	**75 E. Wacker Drive 551 Fifth Ave. 1012 Baltimore St.**	**Central 8744 Murray Hill 6-1230 Grand 0810**	**Howard H. Wilson Horace Hagedorn Joseph J. Farrell**
William C. Wise (Represents Stations in Mexico)	Los Angeles, Cal.	117 W. 9th St.	Tucker 2829	William C. Wise

INDIVIDUAL STATION OR GROUP REPRESENTATION

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE NO.	MANAGER
CKLW, Windsor-Detroit	Chicago, Ill.	360 N. Michigan Ave.	Central 0605	George Roesler
KGKO, Fort Worth, Tex.	New York City	630 Fifth Ave.	Columbus 5-3264	John I. Prosser
KOB, Albuquerque, N. M.	New York City Chicago, Ill.	551 Fifth Ave. 360 N. Michigan Ave.	Murray Hill 2-8219 Dearborn 0351	John G. Dale Palmer Terhune
Maquarie Network of Australia	Los Angeles, Cal.	Van Nuys Bldg.	Madison 5617	Ralph L. Power
McClatchy Broadcasting Co.	Los Angeles, Cal.	Broadway Arcade Bldg.	Tucker 8350	Bernard Cooney
Northwest Radio Advertising Co. (KINY, Juneau, Alaska)	Seattle, Wash.	American Bank Bldg.	Main 9282	Edwin A. Kraft
WFAS, White Plains, N. Y.	New York City	152 W. 42nd St.	Wisconsin 7-2299	Irvin T. Porter
WHB, Kansas City, Mo.	Chicago, Ill.	309 W. Jackson St.	Wabash 0231	Wythe Walker
WMCA, New York City	Chicago, Ill.	360 N. Michigan Ave.	State 9493	{J. M. Ward {G. B. McDermott
WNBF, Binghamton, N. Y.	New York City	366 Madison Ave.	Murray Hill 2-5767	Harry Trenner
WOR, Newark, N. J.	Chicago, Ill. Boston, Mass. San Francisco, Cal.	Tribune Tower 80 Federal St. Russ Bldg.	Superior 5110 Liberty 0437 Douglas 1294	Harold Higgins Paul A. Belaire Edward S. Townsend
3XY, Melbourne, Australia	Hollywood, Cal.	6418 Santa Monica Blvd.	Hollywood 6045	Howard C. Brown

BURN-SMITH COMPANY, INC.	New York	7 W. 44 St.	Murray Hill 2-7462	Walter P. Burn William Noble G. Byron Smith II
EXCLUSIVE RADIO STATION REPRESENTATIVES	Chicago Detroit Hollywood Washington	2001 Bell Bldg. New Center Bldg. Office now being established (Jan.) Office now being established (Jan.)	Central 4270 Madison 3350	John A. Toothill Don F. Daubel Walter L. Reid Edgar Felix

PD. ADV.

And for sales helps, promotion, data sheets, MAPS, or complete campaigns

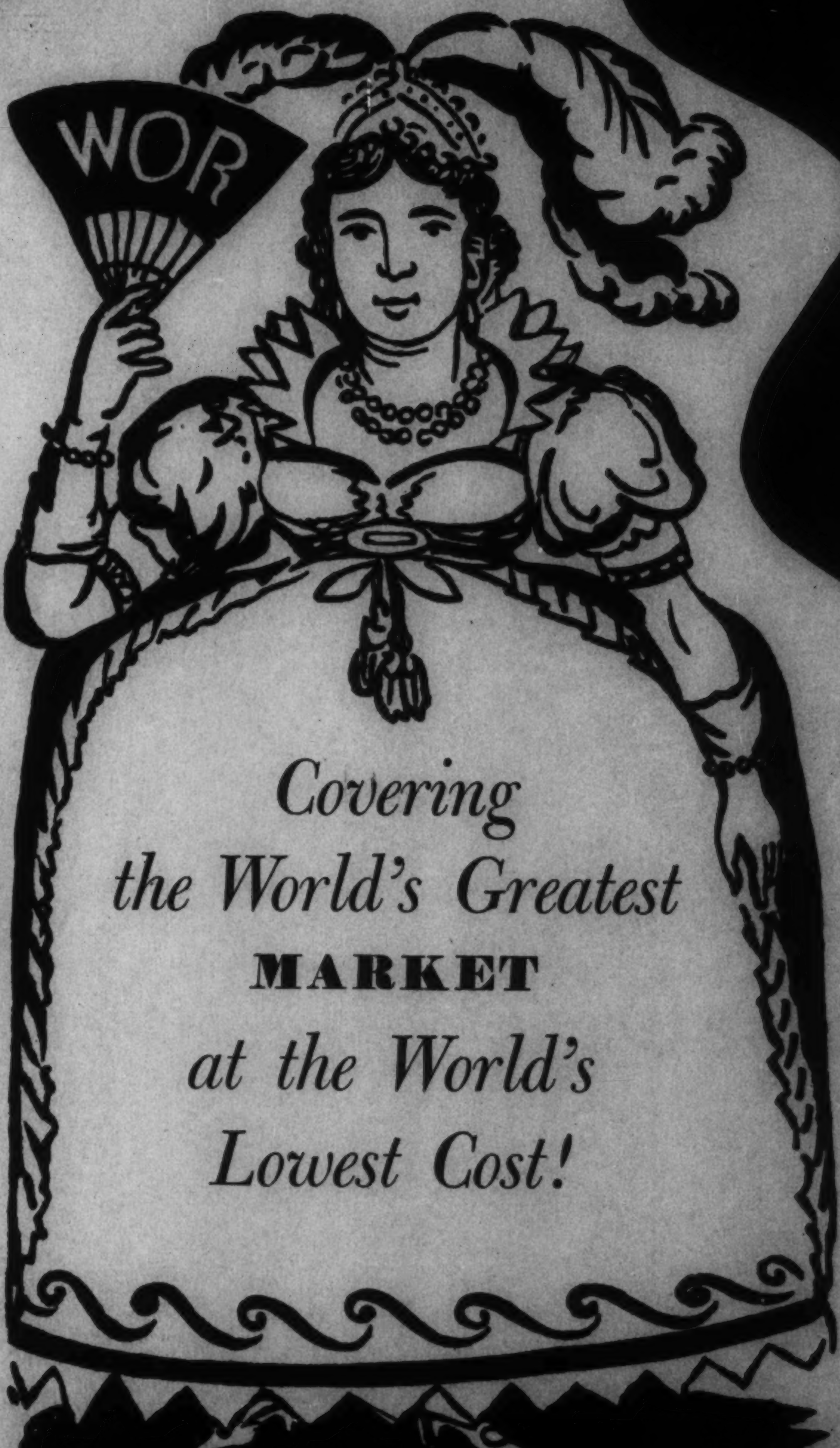
WARRANTY

The data herewith are derived from authentic sources, are the latest obtainable and have been carefully checked. All maps used are derived from government map data, have been completely checked for accuracy and may be reproduced without copyright infringement.

WALTER P. BURN & ASSOCIATES, INC.

WALTER P. BURN & ASSOCIATES, INC.
7 W. 44th St. New York

XUM


WOR
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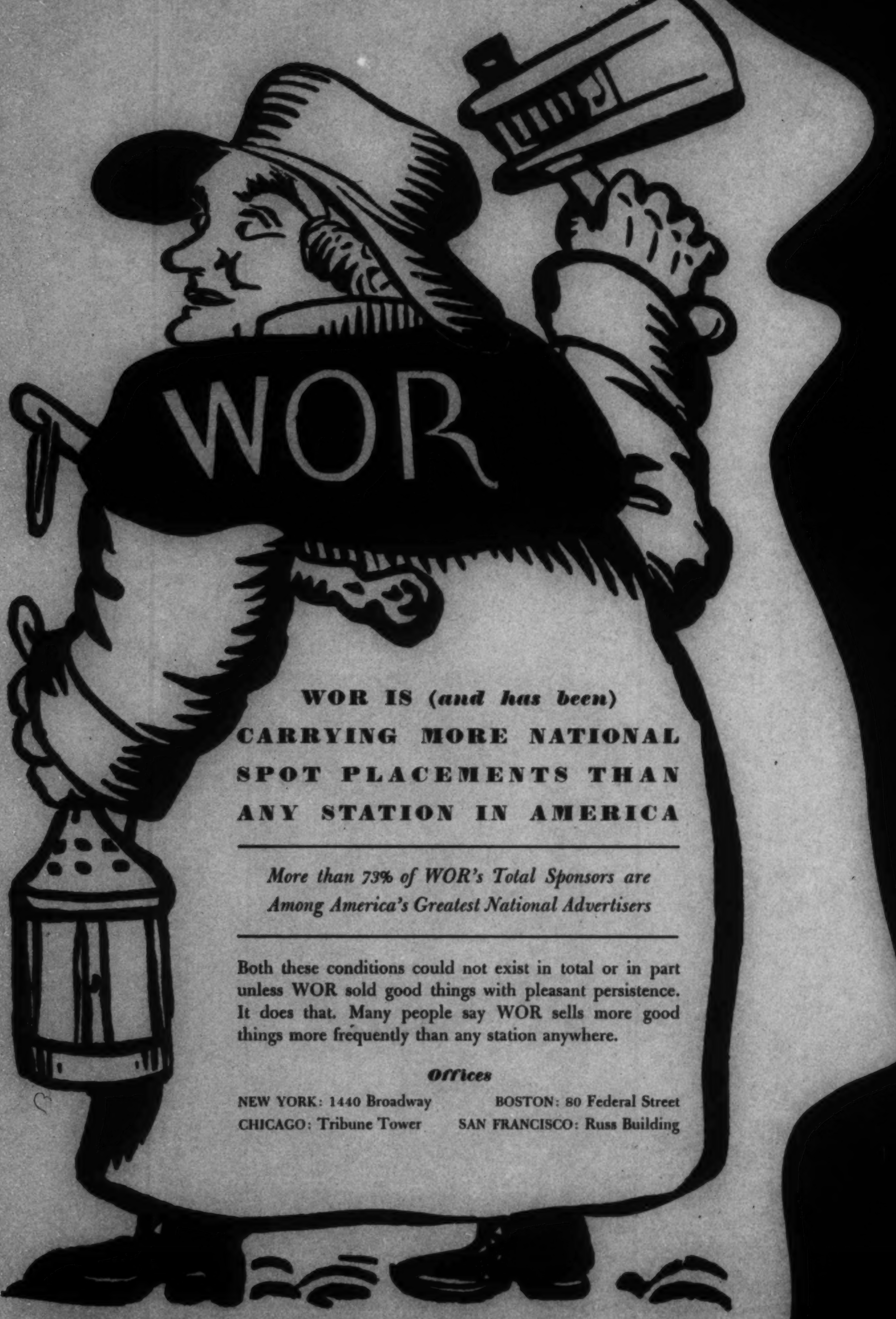
MARKET
at the World's
Lowest Cost!



WOR IS (*and has been*) CARRYING MORE NATIONAL SPOT PLACEMENTS THAN ANY STATION IN AMERICA

More than 73% of WOR's Total Sponsors are Among America's Greatest National Advertisers

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Both these conditions could not exist in total or in part unless WOR sold good things with pleasant persistence. It does that. Many people say WOR sells more good things more frequently than any station anywhere.

Offices

NEW YORK: 1440 Broadway
BOSTON: 80 Federal Street
CHICAGO: Tribune Tower
SAN FRANCISCO: Russ Building

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Directory of

BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. ST N—Shares Time Night. SH—Specified Hours. SH N—Specified Hours Night.*
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(Data corrected to January 1, 1939)

ALABAMA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ANNISTON..........	WHMA	1420	100–D	Anniston Broadcasting Co. WHMA Bldg. 2380	......	Harry M. Ayers John S. Pitts Allen Brown	Harold Russey Allen Brown James G. Cobble	....
BIRMINGHAM......	WAPI	1140 STN-KVOO SA-U	5,000	Voice of Alabama Inc. Protective Life Bldg. 3-8116	CBS	Thad Holt Thad Holt Thad Holt	R. F. Faulkner, Jr. H. H. Holtshouser N. S. Hurley	Radio Sales
	WBRC	930	5,000–LS 1,000–N	Birmingham Broadcasting Co., Inc. Bankhead Hotel 3-9293	NBC-Red	K. G. Marshall J. C. Bell J. C. Bell	John M. Connolly John M. Connolly J. C. Bell	Raymer
	WSGN	1310	250–LS 100–N	Birmingham News Co. Tutwiler Hotel 4-3434	NBC-Blue Alabama	Victor H. Hanson Henry P. Johnston Henry P. Johnston	Bob McRaney Herb Gilleland Paul B. Cram	Kelly-Smith
DECATUR...........	WMFO	1370	100–D	James R. Doss, Jr. 402½ Second Ave. 802	Alabama	James R. Doss, Jr. Ted R. Woodard R. H. Albright	Edwin Mullinax Ted R. Woodard Fred L. James, Jr.	Burn-Smith
DOTHAN............	WAGF	1370	250–D	Dothan Broadcasting Co. 204½ E. Main St. 1430	......	Partnership Julian C. Smith Fred C. Moseley	Samuel Hall .... John T. Hubbard	Burn-Smith
GADSDEN..........	WJBY	1210	250–LS 100–N	Gadsden Broadcasting Co., Inc. 108 Broad St. 88	Alabama	B. H. Hopson B. H. Hopson J. W. Buttram	B. T. Benton Sam Benton Vernon Story	Sears & Ayer
HUNTSVILLE........	WBHP	1200	100	Wilton Harvey Pollard Times Bldg. 313	......	W. H. Pollard W. H. Pollard W. H. Pollard	Herbert Johnson .... Milton Hazel	Burn-Smith
MOBILE............	WALA	1380	1,000–LS 500–N	Pape Broadcasting Co. 106 St. Joseph St. Dexter 5893	NBC	W. O. Pape W. O. Pape J. H. Hunt, Jr.	H. J. Grant H. K. Martin R. M. Cole	....
MONTGOMERY.....	WCOV	1210	100–D	Capitol Broadcasting Co. Exchange Hotel	......	G. W. Covington, Jr. G. W. Covington, Jr. R. B. Raney	Weston E. Britt .... John A. Thompson	....
	WSFA	1410	1,000–LS 500–N	Montgomery Bcstg. Co., Inc. Jefferson Davis Hotel Cedar 5880	CBS Alabama WTS	S. G. Persons Howard E. Pill John B. DeMotte	E. Caldwell Stewart John B. DeMotte Paul B. Duncan	Kelly-Smith
MUSCLE SHOALS CITY..............	WMSD	1420	100	Muscle Shoals Bcstg. Corp. Muscle Shoals City	......	Dr. E. L. Chapman Joe Vansandt Joe Vansandt	Mrs. Howard Sutton Mrs. Howard Sutton Bill Atkinson	Burn-Smith
SELMA.............	WHBB	1500	100	Selma Broadcasting Co., Inc. Washington St. 1233	......	S. A. Cisler, Jr. W. J. Reynolds, Jr. Julien Smith, Jr.	W. A. Coleman Erin Reynolds William Pigg	....
TUSCALOOSA.......	WJRD	1200	250–D	James R. Doss, Jr. First National Bank Bldg. 1401	Alabama	James R. Doss, Jr. James R. Doss, Jr. J. Ed. Reynolds	Alfred Owen William DeFreitas E. H. Eudy	Burn-Smith

ARIZONA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
GLOBE.............	KWJB	1210	250–D 100–N	Sims Broadcasting Co. Globe	......	W. J., J. W. & B. T. Sims Bartley T. Sims	....	....
JEROME...........	KCRJ	1310	250–LS 100–N	Central Arizona Broadcasting Co. Jerome 124-W	......	Charles C. Robinson Irvin W. Hubbard Irvin W. Hubbard	Irvin W. Hubbard Irvin W. Hubbard Howard Seitz	....
LOWELL...........	KSUN	1200	250–LS 100–N	Copper Electric Co., Inc. Lowell Bisbee 9	Arizona WTS	Carleton W. Morris Carleton W. Morris Robert B. Thompson	Robert B. Thompson Robert B. Thompson David C. Karbach	....
PHOENIX..........	KOY	1390	1,000	Salt River Valley Broadcasting Co. 836 North Central Ave. 4-4144	CBS Arizona WTS	Burridge D. Butler Fred A. Palmer Fred A. Palmer	Jack Williams Lucille Braine E. E. Alden	Blair
	KTAR	620	1,000	KTAR Broadcasting Co. 711 Heard Bldg. 4-4161	NBC	Sam Kahan Richard O. Lewis J. R. Heath	J. Howard Pyle K. M. Pennington Arthur C. Anderson	Katz Biddick
PRESCOTT.........	KYCA (Construction permit)	1500	250–LS 100–N	Southwest Broadcasting Co. Prescott	......	Albert Stetson	....	....
SAFFORD..........	KGLU	1420	250–LS 100–N	Gila Broadcasting Co. P. O. Box 665 15	......	Louis F. Long John Merino John Merino	Ralph Langley Lester McBride Paul Merril	....
TUCSON...........	KGAR	1370	250–LS 100–N	Tucson Motor Service S. 6th Ave. at 12th St. 2929	CBS Arizona WTS	Frank Z. Howe Frank Z. Howe F. P. Nelson	Dick Johnson .... Clifford Livingston	McGillvra
	KVOA	1260	1,000	KTAR Broadcasting Co. P. O. Box 2888 3703	......	Richard O. Lewis E. B. Williams E. B. Williams	Carl C. Hickman .... L. L. Nalley	....
YUMA.............	KUMA	1420–SH	100	Dr. A. H. Schermann P. O. Box 1871 88	......	Dr. A. H. Schermann E. N. Sturdivant E. N. Sturdivant	Lee Trent .... Will A. Bell	Biddick

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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(Data corrected to January 1, 1939)

ARKANSAS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
BLYTHEVILLE	KLCN	1290	100–D	Charles Leo Lintzenich Blytheville 122	......	C. L. Lintzenich C. L. Lintzenich C. L. Lintzenich	Algie Bishop Algie Bishop C. L. Lintzenich	....
EL DORADO	KELD	1370	100	Radio Enterprises Inc. Exchange Bldg. 1314	Arkansas	T. H. Barton R. E. Meinert R. E. Meinert F. E. Bolls	Rodney Smith Leon Sipes Charles Mathis, Jr.	McGillvra
FORT SMITH	KFPW	1210	100	Southwestern Hotel Co. Goldman Hotel Bldg. 7069	Arkansas	John A. England Miss Dorothy Gibson Jimmie Barry	Miss Dorothy Gibson Jimmie Barry Willard Doan	....
HOT SPRINGS	KTHS	1040†	10,000	Hot Springs Chamber of Commerce Chamber of Commerce Bldg. 212	NBC MBS	S. A. Kemp S. A. Cisler H. A. Shuman	Jack Wolever E. C. Appler J. C. Norman	Blair
JONESBORO	KBTM	1200	100–D	Regional Broadcasting Co. 104½ W. Washington 433	Arkansas	Jay P. Beard Jay P. Beard Jay P. Beard	Eldon Campbell Jay P. Beard Jewell C. Warren	....
LITTLE ROCK	KARK	890	1,000–LS 500–N	Arkansas Radio & Equip. Co., Inc. 212 Center St. 2-1841	NBC Arkansas	T. H. Barton G. E. Zimmerman C. K. Beaver	Jack Lewis C. K. Beaver Dan L. Winn	Petry
	KGHI	1200	250–LS 100–N	Arkansas Broadcasting Co. Arkansas Gazette Bldg. 9166	......	A. L. Chilton R. G. Terrill R. G. Terrill	Henry Frick Bob Buice K. F. Tracy	....
	KLRA	1390	5,000–LS 1,000–N	Arkansas Broadcasting Co. Gazette Bldg. 5427	CBS WTS	A. L. Chilton S. C. Vinsonhaler Ray Lang	Alleene Ables S. C. Vinsonhaler K. F. Tracy	Katz
PINE BLUFF	KOTN	1500	100	Universal Broadcasting Corp. 505½ Main St. 464	Arkansas	B. J. Parrish B. J. Parrish B. J. Parrish	Frederica Whitworth .... J. R. Whitworth	....
SILOAM SPRINGS	KUOA	1260	5,000-D	KUOA Inc. Siloam Springs 77	Arkansas	John E. Brown Storm Whaley Storm Whaley	Leslie Wright .... J. L. Miller	McGillvra
TEXARKANA	KCMC	1420	250–LS 100–N	**(See Texarkana, Tex.)**				

† KTHS holds special experimental authorization to operate simultaneously daytime and specified hours night with WBAL, Baltimore on 1060 kc.

CALIFORNIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
BAKERSFIELD	KERN	1370	100	McClatchy Broadcasting Co. Elk's Bldg. 5-700	NBC California	Guy C. Hamilton Robert L. Stoddard Robert L. Stoddard	Phil McHugh .... Luverne Shatto	Raymer
	KPMC	1550	1,000	Pioneer Mercantile Co. 20th & Eye Sts. 5100	MBS Don Lee WTS	F. G. R. Schamblin L. A. Schamblin	Curtis Sturm .... L. P. Jarvis	Blair
BERKELEY	KRE	1370	250–LS 100–N	Central Calif. Broadcasters Inc. 601 Ashby Ave. Ashbury 7713	......	Arthur Westlund Arthur Westlund Frederick Macpherson	Don Hambly Frederick Macpherson Ralph Kennedy	....
CHICO	KHSL	1260	250	Golden Empire Broadcasting Co. P. O. Box 914 237	......	Harold Smithson Harold Smithson Harold Smithson	Harold Smithson Harold Smithson Robert Songstad	....
EL CENTRO	KXO	1500	100	E. R. Irey-F. M. Bowles Main St. 1100	WTS	F. M. Bowles E. R. Irey F. M. Bowles	.... E. R. Irey	....
EUREKA	KIEM	1450	1,000–LS 500–N	Redwood Broadcasting Co., Inc. Eureka 93	MBS Don Lee WTS	Wm. B. Smullin Wm. B. Smullin Hugh Gilmore	Dean Metcalf Aaron Funk Chas. Baker Alvor Olson	Blair
FRESNO	KARM	1310	100	George Harm 1333 Van Ness Ave. 2-4151	CBS	George Harm Lou Keplinger Lou Keplinger	Dick Wegener Lou Keplinger John Scales	McGillvra Biddick
	KMJ	580	1,000	McClatchy Broadcasting Co. Bee Bldg. 2-8817	NBC California	Guy C. Hamilton Keith B. Collins Keith B. Collins	Frank Wilbur Don Davis Irvin Dickinson	Raymer
GLENDALE	KIEV	850	250-D	Cannon System Ltd. 701 E. Broadway Douglas 3010	......	David H. Cannon L. W. Peters L. W. Peters	Wallace MacLain .... George Ness	....
LONG BEACH	KFOX	1250	1,000 CP-5,000-LS	Nichols & Warinner, Inc. 220 E. Anaheim St. 672-81	California	Hal G. Nichols Hal G. Nichols Lawrence W. McDowell	.... Lawrence W. McDowell	....
	KGER	1360	1,000	Consolidated Bcstg. Corp. Ltd. 435 Pine Ave. 660-41	......	C. Merwin Dobyns C. Merwin Dobyns John A. Dobyns	Helene Smith Tom Hunter Jay Tapp	Wilson
LOS ANGELES	KECA	1430	5,000–LS 1,000–N	Earl C. Anthony, Inc. 1000 S. Hope St. Richmond 6111	NBC-Blue	Earle C. Anthony Harrison Holliway Clyde Scott	Glan T. Heisch Dave Nowinson H. L. Blatterman Curtis W. Mason	Petry
	KEHE	780	5,000–LS 1,000–N	Hearst Radio, Inc. 141 N. Vermont Ave. Exposition 1341	......	Elliott Roosevelt Jack O. Gross Jack O. Gross	Al Poska Lewis Patterson Fred Ragsdale	International

Admittedly THE MOST POPULAR SHOWS ON THE AIR ARE LISTENED TO OVER KFI

Obviously IN SOUTHERN CALIFORNIA

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NBC RED NETWORK

Earle C. Anthony, Inc.
Los Angeles, California

EDWARD PETRY & CO.
National Sales Representatives

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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CALIFORNIA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
LOS ANGELES...... (Continued)	KFAC	1300	1,000	Los Angeles Bcstg. Co., Inc. 645 South Mariposa Fitzroy 1231	......	E. L. Cord Calvin J. Smith Charles T. Hughes	Robert W. Swan .... H. W. Anderson	....
	KFI	640	50,000	Earl C. Anthony, Inc. 1000 S. Hope St. Richmond 6111	NBC-Red	Earle C. Anthony Harrison Holliway Clyde Scott	Glan T. Heisch Dave Nowinson {Curtis W. Mason {H. L. Blatterman	Petry
	*KFSG	1120 ST-KRKD	2,500-LS 500-N	Echo Park Evangelistic Assn. 1100 Glendale Blvd. Exposition 1141	......	Aimee Semple McPherson Dr. Giles N. Knight	Phil Kerr .... Myron E. Kluge	....
	KFVD	1000 L-WHO	1,000	Standard Bcstg. Co., Inc. 338 S. Western Ave. Drexel 2391	......	Frank Burke Frank Burke Pete Watts	.... John Smithson	....
	KFWB	950	5,000-LS 1,000-N	Warner Bros. Bcstg. Corp. 5833 Fernwood Ave. Hempstead 5151	California	Warner Bros. Harry Maizlish Chet Mittendorf	Manning Ostroff Alex Ruben Harry Myers	Raymer
	KGFJ	1200	100	Ben S. McGlashan 1417 So. Figueroa St. Prospect 2434	......	Ben S. McGlashan Ben S. McGlashan H. Duke Hancock	Thelma Kirchner .... H. Duke Hancock	....
	KHJ	900	5,000-LS 1,000-N	Don Lee Bcstg. System 1076 W. Seventh St. Vandyke 7111	MBS Don Lee WTS	Thomas S. Lee Lewis Allen Weiss {Thayer Ridgway {Sidney Gaynor	Van C. Newkirk Edward Kemble Frank Kennedy	Blair
	KMPC (Beverly Hills)	710 L-WOR	500	KMPC The Station of the Stars, Inc. 9631 Wilshire Blvd. Oxford 6211	......	G. A. Richards Leo B. Tyson Leo B. Tyson	Arthur E. Sutton .... Roger Love	Furgason
	KMTR	570	1,000	KMTR Radio Corp. 1000 Cahuenga Blvd. Hillside 1161	......	Victor E. Dalton Kenneth O. Tinkham Kenneth O. Tinkham	Hugh Ernst, Jr. Kenneth O. Tinkham Carroll Hauser	Burn-Smith
	KNX	1050	50,000	Columbia Bcstg. System, Inc. Columbia Square Hollywood 2484	CBS	CBS—D. W. Thornburgh John M. Dolph Harry W. Witt	Charles Vanda Edwin W. Buckalew Lester H. Bowman	Radio Sales
	KRKD	1120 ST-KFSG	2,500-LS 500-N	Radio Broadcasters, Inc. Spring Arcade Bldg. Tucker 7111	......	Frank P. Doherty John Austin Driscoll John Austin Driscoll	Howard R. Bell .... Willis O. Freitag	McGillvra
MERCED............	KYOS	1040	250-D	Merced Star Publishing Co. G Grade St. 1430	......	Ray McClung John W. Crews George Barringer	Charles Kinsley, Jr. Stanley Pratt Morton Wiebers	Cox & Tanz Biddick
MODESTO..........	KTRB	740	250-D	Central Calif. Bcstg. Co. McHenry & Sylvan Aves. 774	......	T. R. McTammany T. R. McTammany	Margery Van Loon	Cox & Tanz Biddick
MONTEREY.........	KDON	1210	100	Monterey Peninsula Bcstg. Co. 275 Pearl St. Monterey 8111	MBS Don Lee WTS	Allen Griffin Howard V. Walters Howard V. Walters	Jack Eliasson .... Wm. Crabbe	Blair
OAKLAND..........	KLS	1280	250	Warner Bros. 327 21st St. Higate 1212	......	S. W. & E. N. Warner S. W. Warner E. N. Warner	F. Wellington Morse Catherine deCosta Russell Butler	....
	KLX	880	1,000	Tribune Building Co. Tribune Tower Templebar 6000	......	J. R. Knowland, Jr. Preston D. Allen Preston D. Allen	Charles Lloyd .... R. S. Smith	....
	KROW	930	1,000	Educational Broadcasting Corp. Radio Center Bldg. Glencourt 6774	......	H. P. Drey H. P. Drey H. P. Drey	.... A. B. Colon C. E. Downey	....
PASADENA..........	*KPPC	1210 ST-KFXM	100	Pasadena Presbyterian Church 585 E. Colorado St. Sycamore 3-2193	......	David Black David Black	Leon Hall .... N. Vincent Parsons	....
REDDING...........	KVCV	1200	100	Golden Empire Bcstg. Co. Redding 900	......	Harold Smithson Harold Smithson Harold Smithson	Harry De Lasaux Harold Smithson Charles Sherburne	....
SACRAMENTO......	KFBK	1490	10,000	McClatchy Bcstg. Co. 708 Eye St. Main 5000	NBC California	Guy C. Hamilton Howard Lane Leo O. Ricketts	George Breece Henry Jacobsen Norman D. Webster	Raymer
	KROY	1210	100-D	Royal Miller Hotel Sacramento Bldg. Main 665	CBS	Royal Miller Will Thompson, Jr. Will Thompson, Jr.	.... G. E. Lundy Milton Cooper	McGillvra Biddick
SAN BERNARDINO..	KFXM	1210 ST-KPPC	100	Lee Bros. Bcstg. Co. 512 Fifth St. 4761	MBS Don Lee WTS	J. C. & E. W. Lee J. C. Lee Gene W. Lee	Howard Baichly E. W. Lee Richard F. Lewis	Blair
SAN DIEGO.........	KFSD	600	1,000	Airfan Radio Corp. Ltd. U. S. Grant Hotel Franklin 6353	NBC-Blue	Thos. E. Sharp Sam Lipsett John Babcock	Leah McMahon Sam Lipsett Harold Hasenbeck	Raymer
	KGB	1330	1,000	Don Lee Bcstg. System 1012 First Ave. Franklin 6151	Don Lee MBS WTS	Thomas S. Lee S. W. Fuller D. J. Donnelly	D. R. Young .... Milam Cater	Blair
SAN FRANCISCO....	KFRC	610	5,000-LS 1,000-N	Don Lee Bcstg. System 1000 Van Ness Ave. Prospect 0100	Don Lee MBS WTS	Thomas S. Lee Wilbur Eickelberg Ward D. Ingrim	Ben Harkins Gary Kriedt Ernest G. Underwood	Blair
	KGO	790	7,500	National Broadcasting Co., Inc. 111 Sutter St. Sutter 1920	NBC-Blue	Gen. Elec. Co.—NBC NBC—Lloyd E. Yoder William B. Ryan	Glenn R. Dolberg Robert J. McAndrews A. E. Evans	NBC
	KJBS	1070 L-WTAM	500	Julius Brunton & Sons Co. 1470 Pine St. Ordway 4148	No. Calif.	Ralph R. Brunton Ralph R. Brunton E. P. Franklin	Harry H. Wickersham .... Kenneth Owen	Blair

In this
part of the world
it's the
McClatchy Broadcasting Co.

KFBK—Sacramento
KMJ—Fresno
KWG—Stockton
KERN—Bakersfield

National Broadcasting Co. California Radio System

KOH—Reno, Nevada

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National Representatives
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Every day in the year

KSFO

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"THE AUDIENCE STATION"

SAN FRANCISCO

KSFO · Palace Hotel · San Francisco

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PHILIP G. LASKY, General Manager

National Representative:

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COLUMBIA · BROADCASTING · SYSTEM

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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(Data corrected to January 1, 1939)

CALIFORNIA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
SAN FRANCISCO.... (Continued)	KPO	680	50,000	National Bcstg. Co., Inc. 111 Sutter St. Sutter 1920	NBC-Red	NBC—Don Gilman Lloyd E. Yoder William B. Ryan	Glenn R. Dolberg Robert J. McAndrews Joseph Westfield Baker	NBC
	KSAN	1420	100	Golden Gate Bcstg. Co. 1355 Market St. Market 8171	......	Robert J. Craig S. H. Patterson C. E. Hopkins	Gordon Willis Les Malloy William C. Grove	....
	KSFO	560	5,000–LS 1,000–N	Associated Broadcasters, Inc. Palace Hotel Bldg. Garfield 4700	CBS	W. I. Dumm Philip G. Lasky L. B. Lasky	J. C. Morgan R. W. Dumm R. V. Howard	Free & Peters
	KYA	1230	5,000–LS 1,000–N	Hearst Radio Inc. Hearst Bldg. Douglas 2536	California	Hearst Radio Inc. Reiland Quinn Gurdon Mooser	Reiland Quinn .... Paul Schulz	International
SAN JOSE..........	KQW	1010	CP-5,000–LS 1,000–N	Pacific Agricultural Foundation Ltd. 87 East San Antonio St. Ballard 2616	MBS Don Lee No. Calif. WTS	Ralph R. Brunton C. L. McCarthy H. O. Fiebig	Vann Connors .... C. V. Davey	Blair
SAN LUIS OBISPO...	KVEC	1200	250–LS 100–N	Valley Electric Co. Mountain View & Hill St. 1-3-4	MBS Don Lee WTS	Christina M. Jacobson Les Hacker John C. Clifton	Lee Hoagland .... Earl Travis	Blair
SANTA ANA.........	KVOE	1500	100	Voice of the Orange Empire Inc. Ltd. Walter L. Moore Bldg. 4901-R	MBS Don Lee WTS	Ernest L. Spencer Ernest L. Spencer Ernest L. Spencer	Wallace S. Wiggins Jack O'Mara Wallace S. Wiggins	Blair
SANTA BARBARA....	KDB	1500	250–LS 100–N	Santa Barbara Broadcasters Ltd. 15-17 East Haley St. 5935	MBS Don Lee WTS	Thomas S. Lee Earl M. Pollock Bill A. Skaggs	Anthony J. LaFrano Bill A. Skaggs Robert E. Arne	Blair
	KTMS	1220	500	News-Press Publishing Co. De la Guerra Plaza 6111	NBC-Blue California	Thomas R. Storke Charles A. Storke	.... C. C. Van Cott	Weed Biddick
SANTA ROSA.......	KSRO	1310	250–LS 100–N	Press Democrat Publishing Co. 427 Mendocino Ave. 110	......	E. L. Finley Wilt Gunzendorfer Larry Thatcher	Wilt Gunzendorfer Larry Thatcher Jack Van Groos	....
STOCKTON.........	KGDM	1100	1,000-D	E. F. Peffer 42 S. California St. 794	WTS	E. F. Peffer A. H. Green	Lillian Best Parkin .... William Worden	....
	KWG	1200	100	McClatchy Bcstg. Co. Hotel Wolf 580-J	NBC California	Guy C. Hamilton George Ross George Ross	Deane Banta June Warner Russell Bennett	Raymer
VISALIA.............	KTKC	1190	250-D	Tulare-King's Counties Radio Assoc. Box 511 575	MBS Don Lee WTS	Charles A. Whitmore Charles P. Scott Milliard Kibbe	Charles P. Scott Charles P. Scott Bert Williamson	Biddick
WATSONVILLE......	KHUB	1310	250-D	John P. Scripps Watsonville 1700	......	John P. Scripps John H. Bennett Hal McIntyre	Jack R. Wagner Charles Kinsley Harold Platt	....

COLORADO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ALAMOSA...........	KGIW	1420 SH-KIDW	100	Leonard E. Wilson Alamosa 26	......	Leonard E. Wilson W. M. Thomas Sherill Ellsworth	Sherill Ellsworth L. E. Wilson John R. Thomas	....
COLORADO SPRINGS..........	KVOR	1270	1,000	Out West Broadcasting Co. Antlers Hotel Main 278	CBS	E. K. Gaylord Hugh B. Terry Fred C. Mueller	Miss Zelle Wade Herschel LeVan H. Cozine Strang	Katz
DENVER............	KFEL	920 ST-KVOD	500	Eugene P. O'Fallon, Inc. Albany Hotel Keystone 0178	MBS NBC-Blue	Gene O'Fallon Gene O'Fallon Frank Bishop	Bill Wales Don McCaig J. P. Veatch	Blair
	KLZ	560	5,000–LS 1,000–N	KLZ Broadcasting Co. Shirley-Savoy Hotel Main 4271	CBS	E. K. Gaylord F. W. Meyer Fred L. Allen	Arthur P. Wuth Charles Inglis T. A. McClelland	Katz
	KOA	830	50,000	National Broadcasting Co., Inc. 1625 California St. Main 6211	NBC-Red	Gen. Elec. Co. (NBC) Robert H. Owen A. W. Crapsey	C. C. Moore J. R. MacPherson C. A. Peregrine	NBC
	*KPOF	880 ST-KFKA	1,000	Pillar of Fire Church 1845 Champa St. Tabor 3733	......	Bishop Alma White Arthur K. White	Mrs. Kathleen M. White .... Paul H. Schissler	....
	KVOD	920 ST-KFEL	500	Colorado Radio Corp. Continental Oil Bldg. Tabor 2291	NBC-Blue	Wm. D. Pyle T. C. Ekrem N. F. Schroeder	Joe E. Finch Ben H. Stanton {W. D. Pyle {T. C. Ekrem	Petry
DURANGO..........	KIUP	1370	100	San Juan Broadcasting Co., Inc. 2800 Main Ave. 117	......	M. L. Cummins Raymond M. Beckner Raymond M. Beckner	Raymond M. Beckner .... Gordon L. Schmehl	....
GRAND JUNCTION..	KFXJ	1200	250–LS 100–N	Western Slope Broadcasting Co. Hotel La Court 126	MBS Colorado	{R. G. Howell {Chas. Howell Rex Howell Chas. Howell	Robert Moody Smith Alice Barber Fred Mendenhall	....
GREELEY...........	KFKA	880 SH-KPOF	1,000–LS 500–N	Midwestern Radio Corp. 620 Eighth Ave. 450	MBS	H. E. Green H. E. Green	Patricia Murphy	....

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COLORADO–(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
LA JUNTA..........	KOKO	1370	100	Southwest Broadcasting Co. P. O. Box 225 42	......	Leonard E. Wilson Leonard E. Wilson R. B. Miller	Leonard E. Wilson Leonard E. Wilson Jack Lund	....
LAMAR.............	KIDW	1420 ST-KGIW	100	Southwest Broadcasting Co. 129 W. Elm St. 16	......	Leonard E. Wilson Sherill Ellsworth Sherill Ellsworth	Sherill Ellsworth Leonard E. Wilson Jack E. Phillips	Cox & Tanz
PUEBLO............	KGHF	1320	500	Curtis P. Ritchie 113 Broadway 3877	NBC	Curtis P. Ritchie J. H. McGill J. H. McGill	Fred Amos .... George Ikelman	....
STERLING..........	KGEK	1200-SH	100	Elmer G. Beehler Sterling 679	......	Elmer G. Beehler Elmer G. Beehler Elmer G. Beehler	L. M. Brummett L. M. Brummett Elmer G. Beehler	....

CONNECTICUT

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
BRIDGEPORT.......	WICC	600	1,000–LS 500–N	Yankee Network Inc. 1241 Main St. 6-1121	NBC-Blue MBS Yankee Colonial	John Shepard, 3rd Joseph Lopez Richard F. Voynow	Judson LaHaye Carleton McVarish Garo Ray	Petry
HARTFORD.........	WDRC	1330	5,000–LS 1,000–N	WDRC Inc. 750 Main St. 7-1188	CBS	Franklin M. Doolittle Franklin M. Doolittle William F. Malo	Walter B. Haase William F. Malo Italo Martino	Raymer
	WTHT	1200	100	Hartford Times Inc. 983 Main St. 7-6481	MBS Colonial	Frank E. Gannett Cedric W. Foster C. Glover Delaney	Laureat H. Martineau C. Glover Delaney Richard Korns Blackburn	McKinney
	WTIC	1060–ST SA-1040–U	50,000	Travelers Broadcasting Service Corp. 26 Grove St. 2-3183	NBC-Red Yankee WTS	Daniel A. Read Paul W. Morency James F. Clancy	Thomas C. McCray .... J. Clayton Randall	Weed
NEW BRITAIN......	WNBC	1380	1,000–LS 250–N	State Broadcasting Corp. 147 Main St. New Britain 240	NBC-Blue	Patrick J. Goode Richard W. Davis Larry Edwardson	Doris M. Peck L. C. Edwardson Rogers B. Holt	....
NEW HAVEN........	WELI	930	500–LS 250–N	City Broadcasting Corp. 221 Orange St. 8-1133	......	Patrick J. Goode James T. Milne James T. Milne	Charles H. Wright James T. Milne J. Gordon Keyworth	Furgason
NEW LONDON......	WNLC	1500	100–D	Thames Broadcasting Corp. Mohican Hotel 3353	MBS Yankee Colonial	Roderick L. Morey Gerald J. Morey Gerald J. Morey	Paul R. Swimelar Edwin J. Morey Neil Spencer	....
WATERBURY........	WATR	1190 L-WOAI CP-1290	100 CP-250	The WATR Co., Inc. 71 Grand St. 3-5161	MBS Colonial	Harold Thomas Harold Thomas Samuel Elman	James Parker Levon Thomas Carl Stromwell	Furgason
	WBRY	1530	1,000	American-Republican, Inc. 136 Grand St. 3-1125	CBS	William J. Pape Erwin J. Frey Murray Grossman	David Hale Halpern Erwin J. Frey Sydney E. Warner	McGillvra

DELAWARE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
WILMINGTON......	WDEL	1120	500–LS 250–N	WDEL Inc. 10th & King Sts. 7268	NBC-Red Intercity	Clair R. McCollough J. Gorman Walsh J. Gorman Walsh	Edward Browning Harvey Smith J. E. Mathiot	Raymer
	WILM	1420 STN-WAZL	100	Delaware Broadcasting Co., Inc. 920 King St. 7268	......	Clair R. McCollough J. Gorman Walsh J. Gorman Walsh	Lonny Starr Sidney Horwitz J. E. Mathiot	Raymer

DISTRICT OF COLUMBIA

City	Call Letters	Frequency in Kilocycles	Power In Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representativ
WASHINGTON......	WJSV	1460	10,000 CP-50,000	Columbia Broadcasting System, Inc 817 Earle Bldg. Metropolitan 3200	CBS	CBS-Harry C. Butcher A. D. Willard, Jr. William D. Murdock	F. A. Long John Heiney Clyde M. Hunt	Radio Sales
	WMAL	630	500–LS 250–N	M. A. Leese Radio Corp. Trans Lux Bldg. Republic 4000	NBC-Blue	NBC-Frank M. Russell Kenneth H. Berkeley John H. Dodge	Carleton D. Smith Fred Shawn John H. Dodge A. E. Johnson	NBC
	WOL	1230	1,000	American Broadcasting Co. 1627 K St., N. W. Metropolitan 0012	MBS Intercity	Helen S. Mark William B. Dolph Henry V. Seay	Madeline Ensign .... H. H. Lyon	Rambeau
	WRC	950	5,000–LS 1,000–N	National Broadcasting Co., Inc. Trans Lux Bldg. Republic 4000	NBC-Red	NBC-Frank M. Russell Kenneth H. Berkeley John H. Dodge	Carleton D. Smith Fred Shawn John H. Dodge A. E. Johnson	NBC

DOING A THOROUGH JOB..

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WTIC's 50,000 Watts assure intensive coverage of the prosperous Connecticut River Valley throughout its whole length.

It's an area well packed with listeners (92% radio homes)—who turn in a big majority for WTIC as their most popular station. This wide coverage, together with a big, *friendly,* and responsive audience puts WTIC in top-rank position to do a thorough job for advertisers with goods to sell in Southern New England, where government figures put the annual *spendable* income at over a billion dollars!

★ *50,000 Watts Means Business* ★

Evidence of WTIC'S leadership is its rank as:

FIRST
In Listener Popularity by 2 to 1 in the Hartford Area
In Number of Network Advertisers
In Number of National Spot Advertisers

50,000 WATTS **WTIC** **HARTFORD, CONN.**

The Travelers Broadcasting Service Corporation • Member NBC Red Network and Yankee Network
Paul W. Morency, General Manager • James F. Clancy, Business Manager
Representatives: Weed & Company • New York Detroit Chicago San Francisco

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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FLORIDA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
DAYTONA BEACH...	WMFJ	1420	100	W. Wright Esch 126½ Magnolia Ave. 91	......	W. Wright Esch W. Wright Esch Ed Sims	A. B. Esch .... W. K. Ellenwood	....
GAINESVILLE.......	*WRUF	830 L-KOA	5,000	University of Florida P. O. Box 578 Gainesville 1000	......	State of Florida Garland Powell	.... Joseph Weil	....
JACKSONVILLE.....	WJAX	900	5,000-LS 1,000-N	City of Jacksonville 1 Broadcast Pl. 5-5821	NBC	Thos. C. Imeson John T. Hopkins, III John T. Hopkins, III	.... Harry Cole John T. Hopkins, III	Blair
	WJHP	1290 (Construction permit)	250	Metropolis Co. Jacksonville	......	John H. Perry Henry G. Wells, Jr. Carlyle Wright	.... Beecher Hayford	Perry
	WMBR	1370	250-LS 100-N	Florida Broadcasting Co. 118 W. Adams St. 5-4387	CBS	Frank King Glenn Marshall, Jr. Frank King	Chas. Stone Glenn Marshall, Jr. H. B. Greene	Raymer
LAKELAND.........	WLAK	1310	250-LS 100-N	Lake Region Bcstg. Co., Inc. New Florida Hotel 2128	NBC	J. P. Marchant Mardi S. Liles Henry Goff	Gordon Fletcher F. B. Brown Powell Hunter	....
MIAMI..............	WIOD	610	1,000	Isle of Dreams Bcstg. Corp. 600 Biscayne Blvd. 36444	NBC WTS	{G. J. Mahoney {Hal I. Leyshon Martin S. Wales S. A. Vetter	Martin S. Wales Jim LeGate Milton C. Scott, Jr.	Hollingbery
	WQAM	560	1,000	Miami Broadcasting Co. 327 N.E. 1st Ave. 2-6121	CBS	F. W. Borton F. W. Borton Norman MacKay	Norman MacKay Norman MacKay Ralph Nulsen	Blair
MIAMI BEACH......	WKAT	1500	250-LS 100-N	A. Frank Katzentine 1759 N. Bay Rd. 5-7471	......	A. Frank Katzentine Helen Hockett Ivon B. Newman	Richard Olson .... Russell H. Bennett	Weed
ORLANDO..........	WDBO	580	5,000-LS 1,000-N	Orlando Broadcasting Co., Inc. Ft. Catlin Hotel 6181	CBS	Col. Geo. C. Johnston Harold P. Danforth Harold P. Danforth	E. B. Humphries W. G. McBride James E. Yarbrough	Raymer
PENSACOLA........	WCOA	1340	1,000-LS 500-N	Pensacola Broadcasting Co. San Carlos Hotel Bldg. 4111	CBS	John H. Perry Henry G. Wells, Jr. R. R. Powell	Jack Daub R. R. Powell Beecher Hayford	Perry
ST. AUGUSTINE.....	WFOY	1210	250-LS 100-N	Fountain of Youth Properties, Inc. Magnolia Ave. 1400	......	Walter B. Fraser R. M. Tigert	Ruth Tanksley .... Bradley Overton	....
ST. PETERSBURG...	WSUN	620 SH-WFLA	5,000-LS 1,000-N	St. Petersburg Chamber of Com. P. O. Box 177 4748	NBC	Chamber of Commerce Harold H. Meyer Jerry Wigley	Bob Wilbur Lynn Gearhart Louis J. Link	Transamerican
TALLAHASSEE......	WTAL	1310	250-LS 100-N	Florida Capital Broadcasters, Inc. Thomasville Highway 1310-R	......	Gilbert Freeman Richard Kingston Richard Kingston	Richard Kingston .... William A. Snowden	....
TAMPA.............	WDAE	1220	5,000-LS 1,000-N	Tampa Times Co. 114 South Franklin St. M-1818	CBS	David E. Smiley L. S. Mitchell L. S. Mitchell	Kenneth W. Skelton Joseph F. Smiley William P. Moore	Katz
	WFLA	620 SH-WSUN	5,000-LS 1,000-N	Florida West Coast Bcstg. Co., Inc. Tarr Bldg. H-1828	NBC	H. H. Baskin W. Walter Tison W. Walter Tison	Paul M. Jones Don Bell Joe Mitchell	Blair
WEST PALM BEACH	WJNO	1200	250-LS 100-N	WJNO, Inc. 1415 Okeechobee Road 5157	CBS	J. Jay O'Brien Reginald B. Martin Reginald B. Martin	J. Gunnar Back J. Sumnar Back Francis Carroll	Weed

GEORGIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ALBANY............	WGPC	1420	100	Americus Broadcasting Corp. 127½ N. Jackson St. 1370	......	J. W. Woodruff, Jr. Stewart Watson Stewart Watson	Louis B. Poole Louis B. Poole Randolph C. Hallett	Sears & Ayer
ATHENS............	WGAU	1310	250-LS 100-N	J. K. Patrick & Co. Bobbin's Mill Road 1741	......	Partnership A. Lynne Brannen A. Lynne Brannen	Melvin C. Gorman A. Lynne Brannen A. Lynne Brannen	....
ATLANTA...........	WAGA	1450	1,000-LS 500-N	Liberty Broadcasting Co. 400 Western Union Bldg. Main 5101	NBC-Blue	Norman K. Winston Jess Swicegood Jess Swicegood	Earle J. Pudney .... Cliff Hanson	Petry
	WATL	1370	250-LS 100-N	Atlanta Broadcasting Co. Henry Grady Bldg. Walnut 4377	......	J. W. Woodruff, Jr. Maurice C. Coleman Maurice C. Coleman	Ken Keese Harry Pomar James Comer	Sears & Ayer
	WGST	890	5,000-LS 1,000-N	Georgia School of Technology Ansley Hotel Walnut 8441	CBS WTS	Operated under lease (Sam Pickard) W. H. Summerville W. H. Summerville	John Fulton Frank Gaither Ben Akerman	Katz
	WSB	740	50,000	Atlanta Journal Co. 7 Forsyth St. Hemlock 1045	NBC-Red	Inman Gray Lambdin Kay John M. Outler, Jr.	Roy A. McMillan .... C. F. Daugherty	Petry

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CENTER OF

POPULATION

AND

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Business Office

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1000 W - NIGHT

RECREATION PIER • ST. PETERSBURG, FLA.
HAROLD MEYER, General Manager

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DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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GEORGIA—(Continued)

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AUGUSTA..........	WRDW	1500	250–LS 100–N	Augusta Broadcasting Co. Tenth & Broad Sts. 2976	CBS	Arthur Lucas W. R. Ringson Thurston Bennett	James A. Davenport .... Harvey Aderhold	Burn-Smith
COLUMBUS.........	WRBL	1200	250–LS 100–N	Columbus Bcstg. Co., Inc. 1420 Second Ave. 4300	......	J. W. Woodruff, Jr. J. W. Woodruff, Jr. J. W. Woodruff, Jr.	Bill Dougherty Hardy Burt Oliver Heely	Sears & Ayer
GRIFFIN...........	WKEU	1500	100-D	Radio Station WKEU Griffin Hotel 90	......	A. W. Marshall, Jr. A. W. Marshall, Jr. A. H. Evans	Angelyn Kelley .... James M. Wilder	Burn-Smith
MACON............	WMAZ	1180 L-KEX-KOB	5,000–LS 1,000–N	Southeastern Broadcasting Co., Inc. 211 Cotton Ave. 3131	CBS WTS	Edward K. Cargill Edward K. Cargill Frank Crowther	Allie V. Williams Wilton E. Cobb George P. Rankin, Jr.	Katz
ROME..............	WRGA	1500	250–LS 100–N	Rome Bcstg. Corp. National City Bank Bldg. 1995	......	John W. Quarles J. H. Quarles J. H. Quarles	Jimmy Kirby Price Selby R. L. Starr	....
SAVANNAH.........	WSAV (Construction permit)	1310	100	Arthur Lucas Savannah	......	Arthur Lucas	....	....
	WTOC	1260	1,000 CP-5,000-LS	Savannah Bcstg. Co. 516 Abercorn St. 2-0127	CBS	W. T. Knight, Jr. Marjorie B. Willis W. T. Knight, Jr.	Wm. B. Smart Wm. B. Smart James R. Donovan	Katz
THOMASVILLE......	WPAX	1210	250–LS 100–N	H. Wimpy 117 Remington Ave. 909	......	H. Wimpy H. Wimpy Chas. Lawton	Chas. Lawton .... James W. Poole	....
WAYCROSS.........	WAYX	1200	250–LS 100–N	Jack Williams 620 Plant Ave. 965	......	Jack Williams John J. Tobola Jack Murray	Martha Jane Folsom Jack Murray John J. Tobola	....

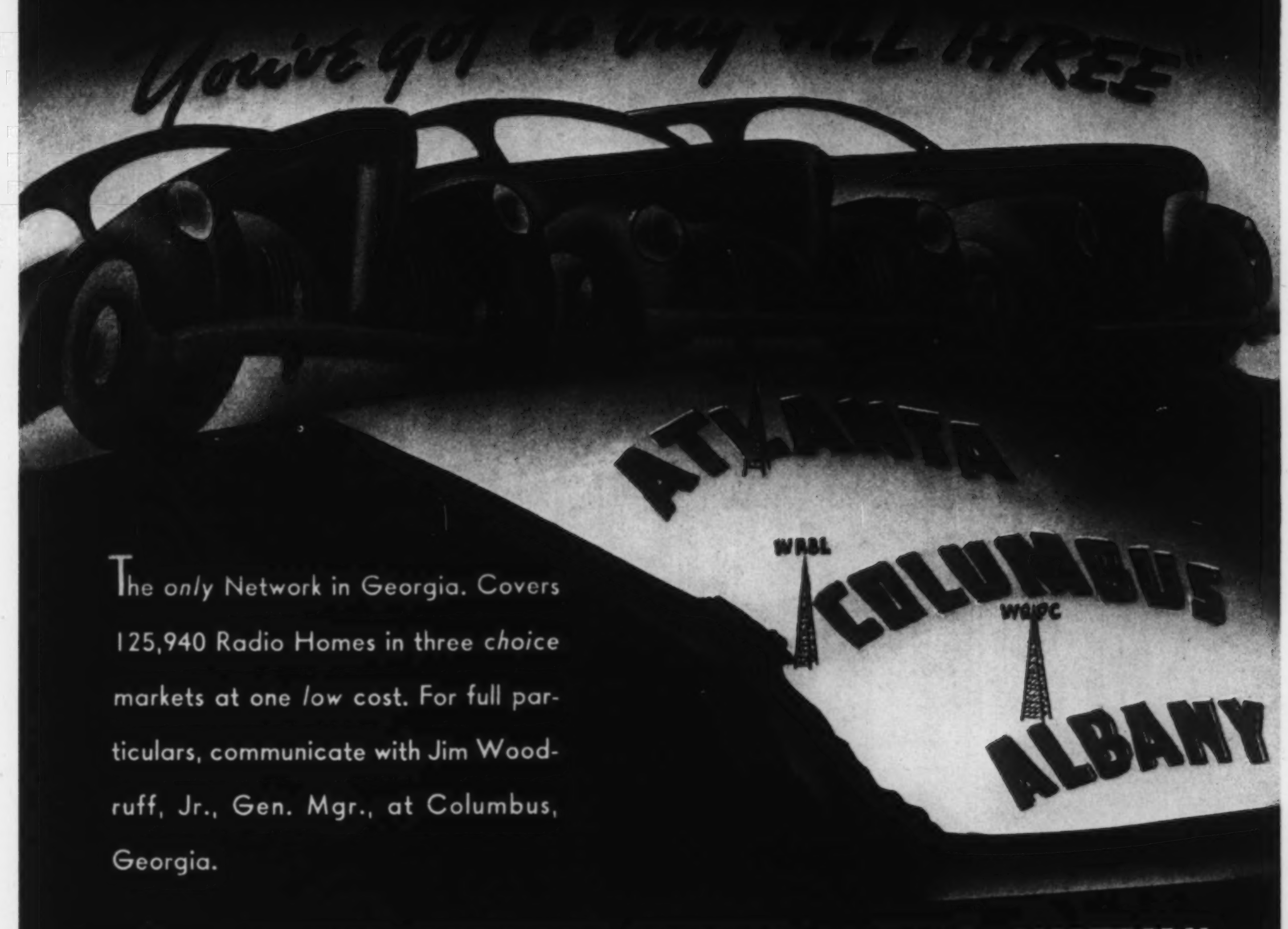
IDAHO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
BOISE.............	KIDO	1350	2,500–LS 1,000–N	Boise Broadcast Station Hotel Boise 660	NBC	C. G. Phillips Frank L. Hill C. G. Phillips Bonnie Scotland	Billy Phillips Roy Civille H. W. Toedtemeier	Blair
COEUR D'ALENE....	KGCI (Construction permit)	1200	100–D	Clarence A. Berger–Saul S. Freeman Coeur d'Alene	......	Clarence A. Berger Saul S. Freeman	....	....
IDAHO FALLS.......	KID	1320	5,000–LS 500–N	KID Broadcasting Co., Inc. KID Bldg. 4	......	Jack W. Duckworth Jack W. Duckworth Maxine A. Chaffin	Tom Morris Rod O'Connor W. J. Provis	Sears & Ayer Biddick
LEWISTON..........	KRLC	1390	250	H. E. Studebaker Lewis-Clark Hotel Bldg. 1950	......	H. E. Studebaker Donald A. Wike Roderic A. Klise	....	Cox & Tanz Sears & Ayer Biddick
NAMPA.............	KFXD	1200	250–LS 100–N	Frank E. Hurt 1024 12th Ave., South 1200	......	Frank E. Hurt Frank E. Hurt Doyle C. Cain	Maxine M. Hurt Doyle C. Cain Edward Hurt	....
POCATELLO........	KSEI	900	1,000–LS 250–N	Radio Service Corp. of Idado Pocatello 960	NBC	O. P. Soule Henry H. Fletcher Henry H. Fletcher	Ruthe A. Fletcher Julian H. Boone James E. Mitchell	Furgason
TWIN FALLS........	KTFI	1240	1,000	Radio Bcstg. Corp. Radio Center Bldg. 30	NBC	O. P. Soule J. E. Gardner J. E. Gardner	F. M. Soule J. E. Gardner F. V. Cox	Furgason
WALLACE...........	KWAL (Construction permit)	1420	250–LS 100–N	Chester Haworth-Clarence Berger Wallace	......	Chester Haworth Clarence Berger	....	....

ILLINOIS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
AURORA............	WMRO	1250	250–D	Martin R. O'Brien 34 S. River St. 4215	......	Martin R. O'Brien Martin R. O'Brien Martin R. O'Brien	Russell Salter Robert Diller	....
BLOOMINGTON.....	WJBC	1200 ST-WJBL	250–LS 100–N	A. M. & D. C. McGregor Illinois Wesleyan Campus 534	......	A. M. McGregor A. M. McGregor Hugh L. Gately	.... Marshall Seacrist	....
CARTHAGE.........	WCAZ	1070	100–D	Superior Broadcasting Service Inc. Carthage 520	......	Bob Compton John M. Palmer John M. Palmer	Nelda Haschemeyer .... Allen Doyle	....
CHAMPAIGN........	WDWS	1370	250–LS 100–N	Champaign News-Gazette Inc. 48 Main St. 6-1855	......	Helen M. Stevick L. G. Collison L. G. Collison	Richard Noble .... Jack M. Wainscott	Sears & Ayer

THE THREE WAY ROAD TO SALES IN GEORGIA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COLUMBUS
WGPC
ALBANY

The *only* Network in Georgia. Covers 125,940 Radio Homes in three *choice* markets at one *low* cost. For full particulars, communicate with Jim Woodruff, Jr., Gen. Mgr., at Columbus, Georgia.

"THIS IS THE GEORGIA BROADCASTING SYSTEM"

WATL ★ **WRBL** ★ **WGPC**

ATLANTA COLUMBUS ALBANY

National Representatives:

SEARS & AYER, INC.

NEW YORK & CHICAGO

TWO GREAT MARKETS

ONE HAPPY CONCLUSION

Results

- KOY in Phoenix, WLS in Chicago; two stations under the same ownership—with one pre-eminent thought—that to hold listener interest you must serve the listeners' interests; that listener interest gets results for advertisers; and that after all is said and done—results count.

KOY in Phoenix, WLS in Chicago; two stations that get results. Use them to build greater sales . . . to get best results in each respective market. Any office can show you what others have done . . . how you, too, can—GET RESULTS.

REPRESENTED BY

JOHN BLAIR and CO.

NEW YORK . . . CHICAGO . . . DETROIT . . . LOS ANGELES

SAN FRANCISCO . . . SEATTLE

TWO GOOD STATIONS

WLS GETS RESULTS

WLS and Results are synonymous in the midwest area. More than a million letters a year for the past 8 years have been received; 54% last year contained proof of purchase. Approximately 750,000 people have paid to attend the Saturday night performances of the National Barn Dance. WLS entertainers have made personal appearances in almost every important Town and City in the midwest area. The New Transmitter is estimated to increase the present coverage area by 42%. All this combined makes WLS the result-getting station of the midwest area.

THE PRAIRIE FARMER STATION

CHICAGO

Burridge D. Butler
President

Glenn Snyder
Manager

KOY GETS RESULTS TOO

KOY means Results in Phoenix and the Rich Salt River Valley—America's *second* richest luxury market. A market that entertains a forty million dollar tourist trade throughout the winter months. That KOY covers this market and *sells goods* is demonstrated by the results obtained for a food product advertiser. From the *first week* of advertising on KOY, Phoenix retailers were completely *sold out* of this product. Put your advertising dollar to work in this market—Use KOY, the station that gets results.

THE VOICE OF ARIZONA

PHOENIX

Burridge D. Butler
Chairman

Fred Palmer
Manager

ILLINOIS–(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
CHICAGO...........	WAAF	920	1,000–D	Drovers Journal Publishing Co. Palmer House Randolph 1932	......	Ward A. Neff William E. Hutchinson Arthur F. Harre	John P. Odell Joseph Silver Carl Ulrich	Hollingbery
	WBBM (Synchronizes at night with KFAB, Lincoln, Neb.)	770	50,000	Columbia Broadcasting System Inc. 410 N. Michigan Ave. Whitehall 6000	CBS	CBS—H. Leslie Atlass H. Leslie Atlass J. Kelly Smith	Robert N. Brown Hal Burnett Frank B. Falknor	Radio Sales
	WCBD	1080 L-WBT ST-WMBI	5,000	WCBD Inc. 2400 W. Madison St. Seeley 8066	......	Gene T. Dyer Joe Rudolph Joe Rudolph	Ed Gorsegner Ed Roberts Ed Jacker	....
	WCFL	970	5,000	Chicago Federation of Labor 666 Lake Shore Drive Superior 5300	NBC	Chicago Federation of Labor Maynard Marquardt Melvin B. Wolens	Miles Reed Melvin B. Wolens Maynard Marquardt	Katz
	WCRW	1210 SH-WEDC-WSBC	100	Clinton R. White 2756 Pine Grove Ave. Diversey 4440	......	Clinton R. White J. A. White	....	....
	WEDC	1210 SH-WCRW-WSBC	100	Emil Denemark Inc. 3860 Ogden Ave. Crawford 4100	......	Emil Denemark Emil Denemark Frank J. Kotnour	William P. Brady Paul Gerard Caleb Frisk	....
	WENR	870 ST-WLS	50,000	National Broadcasting Co. Inc. 222 N. Bank Drive Superior 8300	NBC-Blue	NBC–Sidney N. Strotz Sidney N. Strotz Oliver Morton	Clarence L. Menser Emmons C. Carlson Howard C. Luttgens	NBC
	WGES	1360 ST-WSBT	1,000–LS (Sunday) 500	Oak Leaves Bcstg. Station Inc. 2400 W. Madison St. Seeley 8066	......	Harry Guyon Gene T. Dyer Gene T. Dyer	Arnold Hartley Richard Kross Ed Jacker	....
	WGN	720	50,000	WGN Inc. 441 N. Michigan Ave. Superior 0100	MBS	W. E. Macfarlane Quin A. Ryan Edward W. Wood, Jr.	Quin A. Ryan Frank P. Schreiber Carl J. Meyers	Edw. S. Townsend (San Francisco) Wm.A.McGuineas (New York)
	WHIP (Hammond, Ind.)	1480	5,000–LS	Hammond-Calumet Bcstg. Corp. 520 N. Michigan Ave., Chicago Superior 5200	......	Dr. George F. Courrier Dr. George F. Courrier E. E. Highman	Doris Keane O. E. Richardson Robert Myers	....
	WIND (Gary, Ind.)	560	5,000–LS 1,000–N	Johnson-Kennedy Radio Corp. 201 N. Wells St., Chicago State 4176	......	Ralph L. Atlass E. S. Mittendorf John T. Carey	Robert L. LaBour .... Kenneth Shirk	Rambeau
	WJJD	1130 L-KSL	20,000	WJJD Inc. 201 N. Wells St. State 5466	......	Ralph L. Atlass Ralph L. Atlass H. P. Sherman	J. L. Allabough, Jr. Al Hollender W. Gunther	Raymer
	WLS	870 ST-WENR	50,000	Agricultural Broadcasting Co. 1230 W. Washington Blvd. Haymarket 7500	NBC-Blue	Burridge D. Butler Glenn Snyder Wm. R. Cline	Harold Safford Don E. Kelley T. L. Rowe	Blair
	WMAQ	670	50,000	National Bcstg. Co. Inc. 222 N. Bank Drive Superior 8300	NBC-Red	NBC—Sidney N. Strotz Sidney N. Strotz Oliver Morton	Clarence L. Menser Emmons C. Carlson Howard C. Luttgens	NBC
	*WMBI	1080 L-WBT ST-WCBD	5,000	Moody Bible Institute 153 Institute Place Diversey 1570	......	Moody Bible Institute H. C. Crowell	W. P. Loveless .... A. P. Frye	....
	WSBC	1210 SH-WCRW-WEDC	250–LS 100–N	WSBC Inc. 2400 W. Madison St. Seeley 8066	......	Gene T. Dyer Frank A. Stanford Frank A. Stanford	Wm. Burghart S. Shulman Ed Jacker	....
	WWAE (Hammond, Ind.)	1200 ST-WFAM	100	Hammond-Calumet Bcstg. Corp. 520 N. Michigan Ave., Chicago Superior 5200	......	Dr. George F. Courrier Dr. George F. Courrier E. E. Highman	Doris Keane O. E. Richardson Robert Myers	....
CICERO.............	WHFC	1420	250–LS 100–N	WHFC Inc. 6138 W. Cermak Road Lawndale 8228	......	Richard W. Hoffman Richard W. Hoffman Richard W. Hoffman	E. A. Zeman .... David Mearns	....
DANVILLE..........	WDAN	1500	250–D	Northwestern Publishing Co. Hotel Wolford Main 1700	......	Frank E. Gannett C. R. Richardson C. R. Richardson	Donald Glasgow Guy F. Kitchen Perry W. Esten	McKinney
DECATUR...........	WJBL	1200 ST-WJBC	100	Commodore Bcstg. Co. 353 N. Main St. 5371	......	Chas. R. Cook Chas. R. Cook Chas. R. Cook	Carey Robards .... Milburn Stuckwish	Burn-Smith
EAST ST. LOUIS....	WTMV	1500	250–LS 100–N	(See St. Louis Mo.)				
GALESBURG........	WGIL	1500	250–D	Galesburg Broadcasting Co. Hill Arcade Main 4626	......	Howard A. Miller Howard A. Miller Virgil Schmit	Virginia Miller .... Glenn Callison	Sears & Ayer
HARRISBURG.......	WEBQ	1210 SH-KFVS	250–LS 100–N	Harrisburg Bcstg. Co. 100 East Poplar St. 28	......	J. V. Capel I. M. Taylor Eddie Wise	Virginia Crane Lindle Moore J. R. Tate	....
JOLIET.............	WCLS	1310-SHN	100–D	WCLS Inc. Joliet Bldg. Joliet 5656	......	L. W. Wood L. W. Wood M. E. Clifford	W. O. Connor .... E. Hayes	....
PEORIA.............	WMBD	1440	5,000–LS 1,000–N	Peoria Bcstg. Co. Alliance Life Bldg. 7133	CBS	Edgar L. Bill Edgar L. Bill Charles C. Caley	Harold Bean Brooks Watson T. A. Giles	Free & Peters
QUINCY	WTAD	900	1,000–D	Illinois Bcstg. Corp. WCU Bldg. Main 364	......	W. E. Lancaster R. H. Malcomson W. J. Rothschild	Ben B. Sanders .... Paul E. Miller	....
ROCKFORD.........	WROK	1410	1,000–LS 500–N	Rockford Broadcasters Inc. News Tower Main 5632	......	Mrs. Ruth Hanna Simms Walter M. Koessler Walter M. Koessler	John C. McCloy Allen O. Brophy Thomas C. Cameron	Kelly-Smith

WBBM

dominates *a tenth* of America!

One out of every ten radio listeners in the country live in WBBM's daytime primary listening area—metropolitan Chicago plus 97 well-to-do counties in five neighboring states . . .

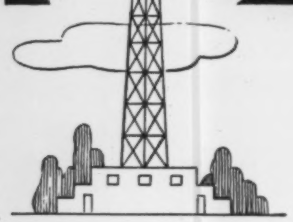
Every comprehensive radio audience-study made among the 804,400 Chicago radio families confirms one salient fact: WBBM is *First Choice*—against all competition. And outside of Metropolitan Chicago WBBM is regularly listened to by more than *one million six hundred thousand* radio families!

Dealers recognize WBBM's dominance. In two studies—personal interview and mail questionnaire—they have shown a 30% preference for WBBM over any other station!

Because WBBM is the favored station of those who buy and sell in a *three billion dollar market*, advertisers, *for five consecutive years*, have awarded WBBM 40% of the total business placed on the five major Chicago stations. And because WBBM sells goods, 85% of its current local schedule is on a renewal basis!

WBBM ★ 50,000 WATTS · CBS · CHICAGO

Owned and operated by Columbia Broadcasting System.
Represented by Radio Sales: New York, Chicago, Detroit,
Milwaukee, Charlotte, N. C., Los Angeles, San Francisco



"YES SON, YOUR PAST WILL CATCH UP WITH YOU!"

And so it is with a Radio Station. Its programs, its activity, its popularity of the past year definitely effect its future—1938 convinced our advertisers that per dollar spent, WJJD provides the largest audience in Chicago. **We carry on!**

...OUR PROGRAM FEATURES FOR 1939...

1. "CHALLENGING THE CHAMPS"
   The audience attempts to "stump" expert sports writers and a visiting sports luminary.
2. "YESTERDAY'S WEDDING"
   An actual re-broadcast by transcription of a real wedding each day.
3. "THE COURTHOUSE REPORTER"
   The defendant tells his story to our microphone before he faces the judge.
4. "SAFETY COURT"
   Our microphone is placed in front of the judge—actual broadcasts are given of real trials of major traffic violations.
5. "BUREAU OF MISSING PERSONS"
   The official mouthpiece of the Chicago Police Department—human interest and real drama from life itself.
6. "A YEAR AGO TODAY IN BASEBALL"
   Preceding each day's baseball game, an expert relives the Cubs or Sox a year ago that day and prognosticates that day's game.
7. "PLAY-BY-PLAY BASEBALL"
   An expert account of each day's game from the park in which it is played.
8. "THE SCOREBOARD"
   Scores of other games throughout the country. Late racing results immediately after each day's game.
9. "A SATURDAY NIGHT IN CHICAGO"
   Each Saturday night we visit different night clubs and record on transcriptions their activity and interesting interviews. Recordings are rebroadcast on the following Sunday afternoon.
10. "KNOW YOUR CITY"
    A quiz in places where people meet, such as theatres, hotel lobbies, etc. By means of clues the audience tries to locate landmarks in Chicago.
11. "COLLEGE FOOTBALL"
    A full schedule of all games played by Northwestern University.
12. "THRILLS IN HANLEY HISTORY"
    Preceding the pro-games, Hanley, famous coach, relives thrilling moments in his history.
13. "AFTER THE GAME WITH GRANGE"
    Immediately following each pro-game, the "Galloping Ghost" interviews players in the dressing room.
14. "PROFESSIONAL FOOTBALL"
    Exclusive play-by-play accounts of games played by Chicago Bears and Cardinals—WJJD is the only Chicago station.

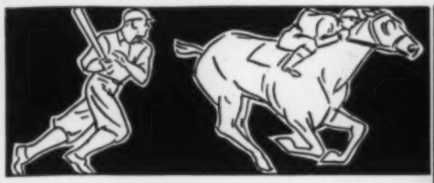
Investigate WJJD *before you buy in Chicago*

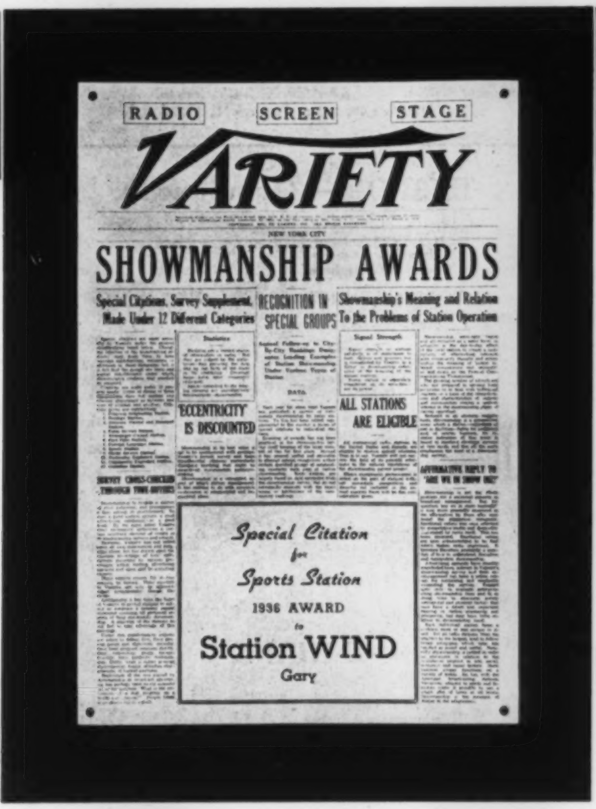
Chicago's Largest
Independent Station

WJJD

201 N. Wells Street
Chicago, Illinois

NATIONAL REPRESENTATIVES: THE PAUL H. RAYMER CO.





RADIO SCREEN STAGE

VARIETY

NEW YORK CITY

SHOWMANSHIP AWARDS

Special Citations, Survey Supplement, Made Under 12 Different Categories

RECOGNITION IN SPECIAL GROUPS

Showmanship's Meaning and Relation To the Problems of Station Operation

'ECCENTRICITY' IS DISCOUNTED

ALL STATIONS ARE ELIGIBLE

Special Citation for Sports Station

1936 AWARD

to

Station WIND

Gary

1st

in

'36

And

1st

in

'38

W-I-N-D WON VARIETY'S LAST SPORTS AWARD

and has endeavored to better its record each year!

- **BASEBALL:** The most complete Chicago coverage of Major League Baseball. The night games played by the Chicago Cubs in Cincinnati were carried by W-I-N-D EXCLUSIVELY. Sponsor: WHEATIES.

- **PROFESSIONAL FOOTBALL:** W-I-N-D carried, during the 1938 season, the most complete schedule of Professional Football ever carried by any station. The schedule comprised 17 championship games in which the Chicago Bears and the Chicago Cardinals were featured. In addition to that we carried, by direct wire, the championship game between the Packers and the Giants. Sponsor: WHEATIES.

- **COLLEGIATE FOOTBALL:** During the 1938 season W-I-N-D covered the at-home games of both Northwestern and Illinois Universities under the sponsorship of Phillips Petroleum Company.

- **COLLEGIATE BASKETBALL:** Complete coverage direct from the scene of action of all Northwestern Basketball games. Sponsored by the Chevrolet Dealers of Chicago.

- **BOXING:** Each Monday and Friday nights for one full hour W-I-N-D covers the two leading fight cards in Chicago. Each sponsored by a well-known Chicago clothing company.

- **BASEBALL RE-CREATION:** Each night throughout the baseball season those persons unable to listen to a baseball broadcast in the afternoon can hear an actual re-creation of that day's Cubs or Sox game. A full hour broadcast each night sponsored by Thompson's Restaurants.

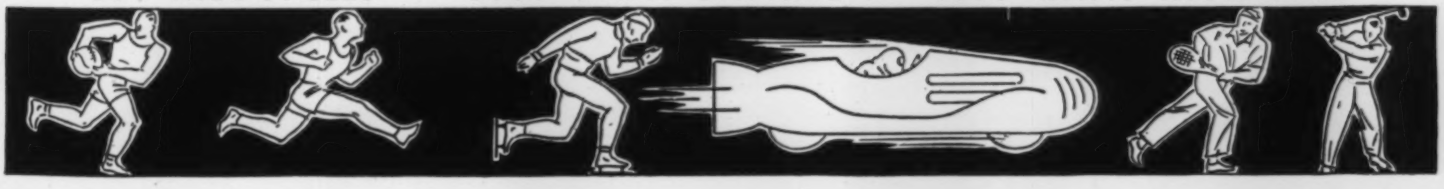
- **HORSE RACING:** Each night, at 8:00 p. m., complete results of all tracks in the country have made many thousands of listeners tune in to the nightly sponsored "Russ Hodges Sports Review."

For CHICAGO and for SPORTS it's **W-I-N-D**

"The Tip-Top Spot on Your Dial"

National Sales Offices:
201 NORTH WELLS STREET
CHICAGO, ILL.
William G. Rambeau Co., National Representatives

560 KILOCYCLES • 5000 WATTS DAYTIME • 1000 WATTS NIGHTTIME



DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.*

(Data corrected to January 1, 1939)

ILLINOIS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ROCK ISLAND......	WHBF	1240	1,000	Rock Island Bcstg. Co. 1800 Third Ave. Rock Island 918	MBS	John W. Potter Ben H. Potter L. C. Johnson Maurice Corken	Ivan Streed .... J. E. Gray	Furgason
SPRINGFIELD.......	WCBS	1420	250-LS 100-N	WCBS Inc. Leland Office Bldg. Main 8228	......	Harold L. Dewing Harold L. Dewing Jack Heintz	Pat Fredericks Carroll Neeld Dick Ashenfelter	Sears & Ayer
	WTAX	1210	100	WTAX Inc. 204 Reisch Bldg. Main 1600	......	Jay A. Johnson Jay A. Johnson Jay A. Johnson	.... Edward Ring	....
TUSCOLA	WDZ	1020	250-D CP-1,000-D	WDZ Broadcasting Co. Star Bldg. 98	......	Edgar L. Bill Clair B. Hull Clair B. Hull	Emerson Russell Emerson Russell Mark C. Spies	....
URBANA............	*WILL	580	5,000-D	University of Illinois 400 S. Wright St. 7-2616	......	University of Illinois Jos. F. Wright	Frank E. Schooley .... A. James Ebel	....

INDIANA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ANDERSON.........	WHBU	1210	250-LS 100-N	Anderson Broadcasting Corp. 640 Citizens Bank Bldg. 234	......	L. M. Kennett L. M. Kennett Loyal Podhaski	J. Bayne Burton .... R. F. Fulwider	Burn-Smith
ELKHART...........	WTRC	1310	250-LS 100-N	Truth Publishing Co., Inc. Hotel Elkhart 948	......	C. D. Greenleaf R. R. Baker R. R. Baker	Carl Schrock .... Kenneth Singleton	Teeney-Woodward
EVANSVILLE........	WEOA	1370	250-LS 100-N	Evansville on the Air, Inc. 519 Vine St. 2-1171	CBS	Clarence Leich Martin L. Leich Clarence Leich	Pat Roper Clarence Leich John B. Caraway	Furgason
	WGBF	630 STN-KFRU	1,000-LS 500-N	Evansville on the Air, Inc. 519 Vine St. 2-1171	NBC	Clarence Leich Clarence Leich Clarence Leich	Pat Roper Clarence Leich Fay A. Gehres	Furgason
FORT WAYNE.......	WGL	1370	250-LS 100-N	Westinghouse Radio Stations, Inc. 925 S. Harrison Anthony 2136	NBC	Westinghouse Co. W. C. Swartley W. Ward Dorrell	W. Charles Roe, Jr. Russell L. Sparks Fred W. Fischer	Free & Peters
	WOWO	1160 STN-WWVA	10,000	Westinghouse Radio Stations, Inc. 925 S. Harrison Anthony 2136	NBC-Blue	Westinghouse Co. W. C. Swartley W. Ward Dorrell	Franklin Tooke Russell L. Sparks Fred W. Fischer	Free & Peters
GARY...............	WIND	560	5,000-LS 1,000-N	(See Chicago, Ill.)				
HAMMOND.........	WHIP	1480	5,000-D	(See Chicago, Ill.)				
	WWAE	1200 STN-WFAM	100	(See Chicago, Ill.)				
INDIANAPOLIS......	WFBM	1230	5,000-LS 1,000-N	Indianapolis Power & Light Co. 48 Monument Circle Lincoln 8506	CBS	Harry T. Pritchard R. E. Blossom R. E. Blossom	F. O. Sharp .... M. R. Williams	Petry
	WIBC	1050	1,000-D	Indiana Broadcasting Corp. 350 N. Meridian St. Lincoln 2305	......	Glenn Van Auken C. A. McLaughlin C. A. McLaughlin	Robert Longwell .... Vern C. Alston	Furgason
	WIRE	1400	5,000-LS 1,000-N	Indianapolis Broadcasting, Inc. 540 N. Meridian St. Riley 4471	NBC-Red MBS	Eugene C. Pulliam Robert E. Bausman Robert E. Bausman	J. P. Mason Lawrence O. Hammer Earl W. Lewis	Katz
MUNCIE............	WLBC	1310	250-LS 100-N	Donald A. Burton Anthony Bldg. Main 5411	......	Donald A. Burton Donald A. Burton W. F. Craig	Carl Noble W. F. Craig M. M. Crain	Sears & Ayer Radio Time
NEW ALBANY.......	WGRC	1370	250-D	(See Louisville, Ky)				
RICHMOND.........	WKBV	1500	100	Knox Radio Corp. P. O. Box 308 7322	......	Wm. O. Knox Wm. O. Knox Wm. O. Knox	Wm. O. Knox Wm. O. Knox Wm. O. Knox	....
SOUTH BEND.......	WFAM	1200 STN-WWAE	100	South Bend Tribune 223 W. Colfax Ave. 3-6161	CBS	F. A. Miller F. D. Schurz R. H. Swintz	Robert Drain R. H. Swintz H. G. Cole Paul Mangus	Raymer
	WSBT	1360 ST-WGES	500	South Bend Tribune 223 W. Colfax Ave. 3-6161	CBS	F. A. Miller F. D. Schurz R. H. Swintz	Robert Drain R. H. Swintz H. G. Cole Paul Mangus	Raymer
TERRE HAUTE......	WBOW	1310	250-LS 100-N	Banks of the Wabash, Inc. 303 S. Sixth St. Crawford 3394	NBC	Alvin Eades William W. Behrman William W. Behrman	Horace Capps Ralph H. Walton Stokes Graham, Jr.	Furgason
WEST LAFAYETTE..	*WBAA	890-SH	1,000-LS 500-N	Purdue University Northwestern Ave. 6076	......	Purdue University	Gilbert D. Williams .... Ralph R. Townsley	....

Year After Year THEY USE WOWO

DIETZEN'S BAKERY

of Kokomo, Indiana, has been on WOWO consistently for NINE years.

KAMM & SCHELLINGER CO.,

a brewery of Mishawaka, Indiana, is now in its FIFTH consecutive year on WOWO.

THE KROGER GROCERY & BAKING CO.

first scheduled WOWO SIX years ago. This year they are using ten quarter hours weekly.

THE ROWLANDS FURNITURE CO.,

doing a regional business, has used this station for TWELVE years.

THE PERFECTION BISCUIT CO.

is now completing its TENTH year of continuous broadcasting on WOWO.

THE PATTERSON-FLETCHER CO.,

largest men's clothiers in Northern Indiana, are celebrating their NINTH year of successful broadcasting over WOWO.

BRADY BROTHERS

of Payne, Ohio, a livestock commission company, has broadcast daily market quotations over WOWO for SEVEN years.

THE McKENZIE MILLING CO.

of Quincy, Michigan, has found WOWO a profitable advertising medium for EIGHT years.

G. E. BURSLEY COMPANY

Grocery Jobbers, have used WOWO resultfully for FOUR YEARS.

THE UNITED DRUG COMPANY

of Boston, Mass., has used WOWO every year for FIVE years.

SMITH BROTHERS

of New York has scheduled WOWO for FOUR consecutive campaigns.

CHEVROLET

has named WOWO on its schedule for SIX straight years.

ROMAN CLEANSER,

of Detroit, has been advertised for THREE years over WOWO.

THE CONSOLIDATED STOCK YARDS

have sponsored market reports over WOWO for TEN years.

10,000 Watts 1160 Kc.
NBC Basic Blue Network

WOWO is sold to those who buy on facts. It stays sold on **RESULTS PRODUCED.**

• • •

WESTINGHOUSE RADIO STATIONS, Inc.
Free and Peters, National Representatives . . .

WOWO
FORT WAYNE • INDIANA

INDIANA'S MOST POWERFUL RADIO STATION!

XUM

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.*

(Data corrected to January 1, 1939)

IOWA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
AMES..............	*WOI	640	5,000-D	Iowa State College Campus 2500	......	Iowa State College W. I. Griffith	W. I. Griffith .... W. E. Stewart	....
BOONE............	*KFGQ	1370-SH	100-D	Boone Biblical College 924 W. 2nd St. 616-W	....	Boone Biblical College	....	....
CEDAR RAPIDS.....	WMT	600	5,000-LS 1,000-N	Iowa Broadcasting Co. Paramount Theatre Bldg. 6127	NBC-Blue MBS Iowa	Gardner Cowles, Jr. Sumner D. Quarton {Wm. B. Quarton, Cedar Rapids {Don Inman, Waterloo	Douglas B. Grant {Leo F. Cole {Jack Comfort Chas. F. Quentin	Katz
DAVENPORT........	WOC	1370	250-LS 100-N	Tri-City Bcstg. Co. 1000 Brady St. 2-3521	CBS Corn Belt	B. F. Palmer D. D. Palmer Ben F. Hovel	J. Neil Reagan J. Neff Wells, Jr. Harold Higby	Free & Peters
DECORAH..........	KGCA	1270 ST-KWLC	100-D	Charles Walter Greenley 211 Winnebago St. 131	......	Charles W. Greenley	....	....
	*KWLC	1270 ST-KGCA	100-D	Luther College Decorah 690	......	Dr. O. J. H. Preuss	....	....
DES MOINES.......	KRNT	1320	5,000-LS 1,000-N	Iowa Broadcasting Co. 715 Locust St. 3-2111	CBS Iowa	Gardner Cowles, Jr. Luther L. Hill Craig Lawrence	Ed Linehan Wayne Welch Paul Huntsinger	Katz
	KSO	1430	5,000-LS 1,000-N	Iowa Broadcasting Co. 715 Locust St. 3-2111	NBC-Blue MBS Iowa	Gardner Cowles, Jr. Luther L. Hill Craig Lawrence	Ed. Linehan Wayne Welch Paul Huntsinger	Katz
	WHO	1000	50,000	Central Broadcasting Co. 914 Walnut St. 3-7147	NBC-Red Cornbelt	B. F. Palmer J. O. Maland E. H. Bondurant	Harold Fair Harold Fulton Paul A. Loyet	Free & Peters
DUBUQUE..........	KDTH (Construction permit)	1340	500-D	Dubuque Telegraph Herald Eighth Ave. & Bluff St.	......	F. W. Woodward	....	....
	WKBB	1500	250-LS 100-N	Sanders Bros. Radio Station Hotel Julien Dubuque 572	CBS	Walter E. Klauer James D. Carpenter James D. Carpenter	Melville K. Galliart .... Leonard Carlson	....
IOWA CITY.........	*WSUI	880	1,000-LS 500-N	State University of Iowa Iowa Memorial Union 2111	......	State University of Iowa Carl H. Menzer	Pearle Bennett Broxam .... Sylvanus J. Ebert	....
MARSHALLTOWN...	KFJB	1200	250-LS 100-N	Marshall Electric Co., Inc. 1603 W. Main St. 3361	......	E. N. Peak E. N. Peak E. N. Peak	O. L. Russell .... Warren Bailey	....
MASON CITY.......	KGLO	1210	250-LS 100-N	Mason City Globe Gazette Co. Hotel Hanford 2800	CBS	Lee P. Loomis F. C. Eighmey F. C. Eighmey	John Price George Milloy Leo W. Born	Weed
SHENANDOAH......	KFNF	890 ST-KUSD	1,000-LS 500-N CP-5,000-LS CP-1,000-N	KFNF Inc. 407 S Shenandoah 1	......	Henry Field John W. Nicolson Wm. E. Macdonald	Wm. E. Macdonald W. K. Bailey Wiley D. Wenger	Furgason
	KMA	930	5,000-LS 1,000-N	May Seed & Nursery Co. Lowell & Elm Sts. 192	NBC-Blue MBS	Earl E. May J. C. Rapp Ken Marsh	Fred Greenlee Owen Saddler Ray Schroeder	Wilson
SIOUX CITY........	KSCJ	1330	5,000-LS 1,000-N	Perkins Bros. Co. 415 Douglas St. 5-7993	CBS	W. H. Sammons C. W. Corkhill C. W. Corkhill	Bertha Reese .... S. C. Dier	Hollingbery
	KTRI	1420	250-LS 100-N	Sioux City Broadcasting Co. Commerce Bldg. 8-0165	......	Dietrich Dirks Dietrich Dirks Ray Jensen	Bill Tredway .... Carleton Gray	....

KANSAS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ABILENE...........	KFBI	1050 L-KNX	5,000	Farmers & Bankers Bcstg. Corp. 410 N.W. 3rd St. 1200	......	H. K. Lindsley K. W. Pyle K. W. Pyle	J. W. Eberhardt .... G. H. Johnstone	Wilson
ATCHISON..........	KVAK (Construction permit)	1420	100-D	Carl Latenser 622 Commercial St.	......	Carl Latenser	.... Charles Weisemann	....
COFFEYVILLE.......	KGGF	1010 SH-WNAD	1,000	Powell & Platz Journal Bldg. 147	MBS	Hugh J. Powell Hugh J. Powell W. B. Darrah	Melvin E. Drake Hugh J. Powell J. Fred Case	Katz

WHO

OFFERS THE PLUS

of "IOWA PLUS"!

WHEN you use WHO's 50,000-watt Voice of the Midwest, you're buying PRIMARY COVERAGE of nearly *all* the radio homes in Iowa.

But that's little more than *half* the story! Mail returns prove that WHO also covers another EXTRA market *outside of Iowa*, which is almost as large as our Iowa coverage itself!

This EXTRA coverage is what we mean when we talk about "the PLUS of Iowa Plus". To dozens of advertisers, it means PLUS SALES such as they had never before thought possible. . . . May we send *you* some examples?

308,000 EXTRA

RADIO HOMES!

1,470,000 EXTRA

LISTENERS!

$433,352,000 EXTRA

In Retail BUYING POWER!

WHO

FOR "IOWA PLUS!"

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., Representatives

KANSAS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
DODGE CITY.......	KGNO	1340	250	Dodge City Bcstg. Co., Inc. First Nationa. Bank Bldg. 1340	......	J. C. Denious N. C. Petersen N. C. Petersen	J. Emil Doane Vaughn A. Kimball J. Emil Doane	....
EMPORIA...........	KTSW (Construction permit; starts about Feb. 1)	1370	100–D	Emporia Broadcasting Co., Inc. Emporia	......	S. B. Warren K. W. Trimble	Sidney Anderson .... Paul H. Daniels	....
GARDEN CITY......	KIUL	1210	100	Garden City Broadcasting Co. 404 N. Main St. 666	......	F. D. Conard Clem Morgan Quincey Holmes, Jr.	Dallas Stallard	Cox & Tanz
GREAT BEND.......	KVGB	1370	100	E. E. Ruehlen 2108½ Forest St. 1080	......	E. E. Ruehlen E. E. Ruehlen Vern Minor	Dave Wilson Justin B. Bradshaw Leo Legleiter	....
HUTCHINSON.......	KWBG	1420	100	Nation's Center Broadcasting Co. 100 E. Ave. A. 5202	......	W. B. Greenwald W. B. Greenwald W. B. Greenwald	W. B. Greenwald W. B. Greenwald Harold Bourrel	....
KANSAS CITY.......	KCKN	1310	100	KCKN Broadcasting Co. 901 N. Eighth St. Drexel 4300	......	W. A. Bailey Ellis Atteberry Owen Balch	Ralph Nelson Ruth Kendall C. E. Salzer	Capper
LAWRENCE.........	*KFKU	1220 ST-WREN	5,000–LS 1,000–N	University of Kansas Campus KU-146	......	U. of Kansas Harold G. Ingham	Harold G. Ingham .... R. P. Stringham	....
	WREN	1220 ST-KFKU	5,000–LS 1,000–N	**(See Kansas City, Mo.)**				
MANHATTAN.......	*KSAC	580 ST-WIBW	1,000–LS 500–N	Kansas State College College Campus 2236	......	Kansas State College	L. L. Longsdorf .... R. L. Meisenheimer	....
PITTSBURG.........	KOAM	790	1,000–D	Pittsburg Broadcasting Co., Inc. Commerce Bldg. 2165	NBC	E. V. Baxter E. V. Baxter R. G. Patterson	J. L. Simmons Marcell Stewart W. L. Brown	Wilson
SALINA.............	KSAL	1500	250–LS 100–N	R. J. Laubengayer 201 W. Iron Ave. 100	......	R. J. Laubengayer Merle H. Tucker H. C. Fagerstrom	Sidney B. Tremble .... N. E. Vance, Jr.	Katz
TOPEKA............	WIBW	580 ST-KSAC	5,000–LS 1,000–N	Topeka Broadcasting Assn., Inc. 1035 Topeka Blvd. 3-2377	CBS	Marco Morrow Ben Ludy Ben Ludy	.... Karl Troeglen	Capper
WICHITA...........	KANS	1210	100	KANS Broadcasting Co. Hotel Lassen 4-2387	NBC	Charles C. Theis Herb Hollister Herb Hollister	Jack Todd Phil McKnight Glenn Ritter	Katz
	KFH	1300	5,000–LS 1,000–N	Radio Station KFH Co. York Rite Temple Bldg. 3-5254	CBS	John Rigby M. M. Murdock {P. S. Clark {Clark A. Luther	Vernon E. Reed Clark A. Luther Amos C. Dadisman	Petry

KENTUCKY

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ASHLAND...........	WCMI	1310	250–LS 100–N	Ashland Bcstg. Co. WCMI Bldg. Main 863	......	J. T. Norris James F. Kyler Jack Bell	Hester Kyler Paul Ruhle Paul Holton	Burn-Smith
COVINGTON........	WCKY	1490	10,000 CP-50,000	**(See Cincinnati, O.)**				
LEXINGTON........	WLAP	1420	250–LS 100–N	American Bcstg. Corp. of Ky. Radio Bldg. 1721	......	{Gilmore N. Nunn {J. Lindsay Nunn Gilmore N. Nunn Gilmore N. Nunn	Ted Grizzard Gilmore N. Nunn Sanford Helt	Burn-Smith
LOUISVILLE........	WAVE	940	1,000	WAVE Inc. Brown Hotel Jackson 8391	NBC	George W. Norton, Jr. Nathan Lord James F. Cox	George Patterson Russell Pirkey Wilbur Hudson	Free & Peters
	WGRC (New Albany, Ind.)	1370	250–D	Northside Broadcasting Corp. Kentucky Home Life Bldg. Wabash 3343	......	S. A. Cisler, Jr. J. Porter Smith J. Porter Smith	George Russell Robert McIntosh William Tharp	....
	WHAS	820	50,000	Louisville Times Co. 300 W. Liberty St. Wabash 2211	CBS	G. Barry Bingham W. Lee Coulson Joe Eaton	Robert L. Kennett Dolly Sullivan Orrin W. Towner	Petry
OWENSBORO.......	WOMI	1500	250–LS 100–N	Owensboro Bcstg. Co., Inc. P. O. Box 586 420	......	Lawrence W. Hager Lyell L. Ludwig George C. Blackwell	Lyell L. Ludwig .... R. Earl Jagoe	....
PADUCAH...........	WPAD	1420	250–LS 100–N	Paducah Bcstg. Co., Inc. 9th & Terrell Sts. 4100	......	Pierce E. Lackey Pierce E. Lackey W. Prewitt Lackey	Gene Peak W. Prewitt Lackey C. G. Sims	....

WAVE **STILL** ISN'T REACHING CHINA!

(OR CHICKEN BRISTLE, KENTUCKY!)

No, Suh—Station WAVE is glad to report that we're still content to be sitting on top of the *biggest market in Kentucky*. . . . leaving the Whangpoo (and the Kentucky mountains) for the *other* fellows!

But still we say, *don't be deceived!* Louisville ALONE gives you 80.7% of the income-tax payers in the entire Trading Area—74% of the drug sales—67.8% of the food sales!

And the *WAVE Listening Area* still gives you almost *twice* as many income-tax payers as the remaining 93 Kentucky counties, combined!—63% *more* passenger cars—64% *more* wired homes!

Also—the cost of WAVE is so low that you'll hardly notice the addition to your budget. Why not write for the whole story?

An N. B. C. Outlet . . . FREE & PETERS, INC., National Representatives

Station **WAVE** Louisville

INCORPORATED

1000 WATTS

940 K. C.

XUM

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night.*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.
(Data corrected to January 1, 1939)

LOUISIANA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. of Promotion Mgr. Chief Engineer	Representative
ALEXANDRIA.......	KALB	1210	250–LS 100–N	Alexandria Broadcasting Co. 3rd & Jackson 55	Louisiana	W. H. Allen C. Edly Rogers I. F. Welch	Virgil Evans Wallace Kendall Truman Stanley	....
BATON ROUGE.....	WJBO	1120-SHN	500	Baton Rouge Broadcasting Co. 354 Florida St. 3647	NBC-Blue Louisiana	Chas. P. Manship, Sr. H. Vernon Anderson H. Vernon Anderson	Woodrow Hattic J. Roy Dabadie Wilbur T. Golson	Hollingbery
LAFAYETTE.........	KVOL	1310	250–LS 100–N	Evangeline Broadcasting Co. Evangeline Hotel 336	Louisiana	Morgan Murphy George H. Thomas R. A. Escudier	A. B. Croft .... J. C. Cooper	....
LAKE CHARLES.....	KPLC	1500	250–LS 100–N	Calcasieu Broadcasting Co. Majestic Hotel 81	Louisiana	T. B. Lanford C. R. Porter G. Frank Carroll	Kenneth McDaniel Lyall Barnett E. C. Moses	Burn-Smith
MONROE...........	KMLB	1200	250–LS 100–N	Liner's Broadcasting Station Inc. Hotel Frances 4321	Louisiana	J. C. Liner, Sr. J. C. Liner, Jr. J. C. Liner, Jr.	Don Breitenmoser J. C. Liner, Jr. O. L. Morgan	....
NEW ORLEANS.....	WBNO	1420	250–LS 100–N	Coliseum Place Baptist Church St. Charles Hotel Raymond 2429	......	J. E. Richards Walter F. Williams Walter F. Williams	....	....
	WDSU	1250	1,000	WDSU Inc. Hotel Monteleone Raymond 7135	NBC-Blue Louisiana	Joseph H. Uhalt Joseph H. Uhalt Joseph H. Uhalt	Joseph H. Uhalt Joseph H. Uhalt Fred Fabre	Blair
	WJBW	1200-SH	100	Charles C. Carlson 947 Howard Ave. Raymond 5717	......	Charles C. Carlson Charles C. Carlson Charles C. Carlson	Harry Nigocia Charles C. Carlson C. E. Davidson	....
	WSMB	1320	5,000–LS 1,000–N	WSMB Inc. Maison Blanche Bldg. Magnolia 5921	NBC-Red	E. V. Richards H. Wheelahan H. Wheelahan	Wm. Brengel T. J. Fontelieu H. G. Nebe	Petry
	WWL	850	50,000-SA	Loyola University Roosevelt Hotel Raymond 2196	CBS	Rev. Harold A. Gaudin, S.J. Vincent F. Callahan Paul Beville	James V. Willson A. Louis Read J. D. Bloom, Jr.	Katz
SHREVEPORT.......	KRMD	1310	250–LS 100–N	Radio Station KRMD Inc. New Jefferson Hotel 6171	Louisiana	R. M. Dean G. V. Wilson R. L. Easley	Travis Cabaniss R. L. Easley W. J. Wilkinson	....
	KTBS	1450	1,000	Tri-State Broadcasting System Commercial Bldg. 4171	NBC-Red	John D. Ewing John C. McCormack J. A. Oswald	B. G. Robertson Ewing Canaday C. H. Maddox	Branham
	KWKH	1100-SA	10,000	International Bcstg. Corp. Commercial Bldg. 4171	CBS	John D. Ewing John C. McCormack J. A. Oswald	Fred Ohl Ewing Canaday W. E. Antony	Branham

MAINE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
AUGUSTA...........	WRDO	1370	100	WRDO Inc. 1 Commercial St. 2285	NBC Yankee Colonial MBS	H. P. Rines Conrad E. Kennison Conrad E. Kennison	Conrad E. Kennison Conrad E. Kennison Harold T. Dinsmore	....
BANGOR............	WABI	1200	250–LS 100–N	Community Broadcasting Service 57 State St. 6658	CBS	Fred B. Simpson Ralph M. Wallace Ralph M. Wallace	Maurice Dolbier Guy Corey Nelson H. Lawson	Furgason
	WLBZ	620	1,000–LS 500–N	Maine Broadcasting Co. Inc. 100 Main St. 6023	NBC MBS Yankee Colonial	Thompson L. Guernsey Thompson L. Guernsey Edw. Guernsey	Stuart Mosher Thompson L. Guernsey Bernard Kellom	Weed
LEWISTON..........	WCOU	1210	100	Twin City Broadcasting Co. Inc. 223 Lisbon St. 3140	MBS Yankee Colonial	Jean B. Couture Bernard R. Howe Bernard R. Howe	Roger Levenson .... Leslie R. Hall	Sears & Aye
PORTLAND.........	WCSH	940	2,500–LS 1,000–N	Congress Square Hotel Co. 579 Congress St. 3-9667	NBC-Red Yankee	Henry P. Rines George F. Kelley, Jr. Linwood T. Pitman	Albert W. Smith Arthur E. Bucknam G. Fred Crandon	Weed
	WGAN	640 L-KFI	500	Portland Bcstg. System Inc. Columbia Hotel 2-7489	CBS	Guy P. Gannett Creighton E. Gatchell Creighton E. Gatchell	Richard E. Bates .... Roger Hodgins	Raymer
PRESQUE ISLE.....	WAGM	1420-SH	100	Aroostook Broadcasting Corp. Northern National Bank Bldg. Presque Isle 60	......	{R. W. MacIntosh {L. E. Hughes R. W. MacIntosh L. E. Hughes	R. T. Coffin .... A. C. Hughes	....

MARYLAND

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
BALTIMORE........	WBAL	1060†	10,000	WBAL Broadcasting Co. Lexington Bldg. Plaza 4900	NBC-Blue MBS WTS	Hearst Radio Inc. Harold C. Burke Harold C. Burke	Paul Girard .... Gerald Cooke	International
	WCAO	600	1,000–LS 500–N	Monument Radio Co. 811 W. Lanville St. Madison 7220	CBS	Lewis M. Milbourne	Gordon A. Scheihing .... Martin L. Jones	Raymer

†WBAL holds special experimental authorization to operate simultaneously until 9 P.M. with KTHS, Hot Springs, on 1060 kc.; then it synchronizes with WJZ, New York, on 760 kc. with 2,500 watts.

WBAL

Baltimore's Powerful Voice — 10,000 Watts ★ Two Networks — NBC and Mutual ★ Two News Services — INS and U. P. ★ Member of the World Transcription System "Gold Group" ★ Affiliated with the Baltimore News-Post — (Largest Circulation in the South) ★ Nationally Represented by International Radio Sales ★

means business in Baltimore

AMERICA'S 8th MARKET
RETAIL SALES MORE THAN $300,000,000 ANNUALLY

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. ST N—Shares Time Night. S H—Specified Hours. S H N—Specified Hours Night. LS—Local Sunset. L—Limited Time with Dominant Station. S A—Special Authorization. U—Unlimited. CP—Construction Permit Issued.*

(Data corrected to January 1, 1939)

MARYLAND—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
BALTIMORE........ (Continued)	WCBM	1370	250-LS 100-N	Baltimore Broadcasting Corp. Hearst Tower Bldg. Calvert 2840	Intercity	John Elmer George H. Roeder John Elmer	Michael Murray .... G. Porter Houston	....
	WFBR	1270	1,000-LS 500-N CP-5,000-LS CP-1,000-N	Baltimore Radio Show Inc. 7 St. Paul St. Plaza 6030	NBC-Red	Robert S. Maslin Hope H. Barroll, Jr. Purnell H. Gould	W. Bertram HanauerJr. Robert S. Maslin, Jr. William Q. Ranft	Petry
CUMBERLAND......	WTBO	800	250-D	Associated Broadcasting Corp. 31 Frederick St. 299	Quaker	Roger W. Clipp H. B. McNaughton H. B. McNaughton	Jack Wentz .... George R. Lenhert	McGillvra
FREDERICK.........	WFMD	900	500-D	Monocacy Broadcasting Co. Winchester Hall Frederick 1466	......	Laurence Leonard A. V. Tidmore A. V. Tidmore	Robert L. Longstreet .... John A. Fels	....
HAGERSTOWN......	WJEJ	1210	100	Hagerstown Broadcasting Co. 16 W. Washington St. 2328	......	Arthur L. Blessing Grover C. Crilley	....	....
SALISBURY.........	WSAL	1200	250-D	Frank M. Stearns 315 E. Main St. 1540	......	Frank M. Stearns Frank M. Stearns Frank M. Stearns	Deane S. Long .... Richard W. Bullers	Weed

MASSACHUSETTS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
BOSTON............	WAAB	1410	1,000-LS 500-N	Yankee Network Inc. 21 Brookline Ave. Commonwealth 0800	MBS Colonial	John Shepard 3rd Roy Harlow William Warner	Gerald Harrison Carleton McVarish Paul de Mars	Petry
	WBZ (Synchronizes with WBZA, Springfield)	990	50,000	Westinghouse Elec. &. Mfg. Co. 275 Tremont St. Hancock 4261	NBC-Blue	Westinghouse—NBC John A. Holman Frank R. Bowes	John F. McNamara George A. Harder Dwight A. Myer	NBC
	WCOP	1120	500-D	Massachusetts Broadcasting Corp. Copley Plaza Hotel Commonwealth 1717	......	Harold A. Lafount Gerard H. Slattery Arthur Leary	Katherine F. Batchelder Arthur Hall Whitman N. Hall	....
	WEEI	590	5,000-LS 1,000-N	Columbia Broadcasting System 182 Tremont St. Hubbard 2323	CBS	CBS—Harold E. Fellows Harold E. Fellows Kingsley F. Horton	Arthur F. Edes George R. Dunham, Jr. Philip K. Baldwin	Radio Sales
	WHDH	830	1,000-D	Matheson Radio Co. Inc. 62 Boylston St. Hancock 0900	......	John J. Matheson Ralph G. Matheson Ralph G. Matheson	Kenneth Wilson John J. Matheson Watson Kownaski	....
	WMEX	1500 CP-1470	250-LS 100-N CP-5,000	The Northern Corp. 70 Brookline Ave. Commonwealth 8900	Intercity	John E. Reilly Alfred J. Pote William S. Pote	John E. Reilly S. Alfred Wasser Alfred J. Pote	....
	WNAC	1230	5,000-LS 1,000-N	Yankee Network Inc. 21 Brookline Ave. Commonwealth 0800	NBC-Red Yankee	John Shepard 3rd Roy Harlow Linus Travers	Gerald Harrison Carleton McVarish Paul de Mars	Petry
	WORL	920	500-D	Bcstg. Service Organization Inc. 610 Beacon St. Commonwealth 5100	......	Harold A. Lafount W. Cort Treat W. Cort Treat	Robert N. Perry Frederic S. Bailey George R. Luckey	Burn-Smith
FALL RIVER........	WSAR	1450	1,000	Doughty & Welch Elec. Co. Inc. Academy Bldg. 450	MBS Yankee Colonial	William T. Welch William T. Welch Leonard C. Cox	Josephine Y. Welch Francis J. McLaughlin John C. Pavao	McGillvra
GREENFIELD.......	WHAI	1210	250-D	John W. Haigis 354 Main St. Greenfield 4301	MBS Yankee Colonial	John W. Haigis James L. Spates Lee S. Greenwood	Warren Greenwood Harold Goodwin James L. Spates	....
LAWRENCE.........	WLAW	680	1,000-D	Hildreth & Rogers Co. 278 Essex St. 4107	Intercity	Alexander H. Rogers Irving E. Rogers David M. Kimel	Stanley N. Schultz .... Herbert W. Brown	....
LOWELL............	WLLH	1370	250-LS 100-N	Merrimac Broadcasting Co. Inc. 39 Kearney Square 2121	MBS Yankee Colonial	A. S. Moffat Robert F. Donahue Haskell Bloomberg	Tom Clayton .... Anthony Michaels	Petry
NEW BEDFORD.....	WNBH	1310	250-LS 100-N	E. Anthony & Sons Inc. 251 Union St. 5533	MBS Yankee Colonial	Times-Mercury Irving Vermilya Irving Vermilya	.... Clyde G. Pierce	....
OSTERVILLE........	WOCB (Construction permit; starts about April 1, 1939)	1210	250-D 100-N	Cape Cod Broadcasting Co. Osterville 775	......	{Harriett M. Alleman {Helen W. MacLellan Harriett M. Alleman	....	....
PITTSFIELD........	WBRK	1310	250-LS 100-N	Harold Thomas 8 Bank Row 2-1553	CBS	Harold Thomas Harold Thomas Bruff W. Olin, Jr.	Walcott A. Wyllie Bruff W. Olin, Jr. Norman H. Blake	Furgason
SPRINGFIELD.......	WBZA (Synchronizes with WBZ, Boston)	990	1,000	Westinghouse Elec. & Mfg. Co. 140 Chestnut St. 8-8336	NBC-Blue	Westinghouse—NBC John A. Holman Frank R. Bowes	John F. McNamara George A. Harder H. E. Randol	NBC
	WMAS	1420	250-LS 100-N	WMAS Inc. Hotel Charles 7-1414	CBS	Albert S. Moffat Albert W. Marlin Albert W. Marlin	F. Turner Cooke .... Earl G. Hewinson	Petry
	WSPR	1140 L-KVOO-WAPI	500	Connecticut Valley Bcstg. Co. 63 Chestnut St. Springfield 6-2757	MBS Colonial Yankee	{Q. A. Brackett {L. B. Breed Q. A. Brackett Milton W. Stoughton	Wayne Henry Latham Milton W. Stoughton Hillis W. Holt	Sears & Ayer Fay
WORCESTER........	WORC	1280	500	A. F. Kleindienst 65 Elm St. 5-3101	CBS	A. F. Kleindienst Mildred P. Stanton Wilbur Davis	.... A. F. Kleindienst	Hollingbery
	WTAG	580	1,000	Worcester Telegram Publishing Co. 18 Franklin St. 5-4321	NBC-Red Yankee WTS	George F. Booth Edward E. Hill Howard J. Perry	Lillian Murphy .... Hobart H. Newell	Weed

IN BALTIMORE-1939 is WFBR'S YEAR

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NEW STUDIOS

NEW, INCREASED POWER
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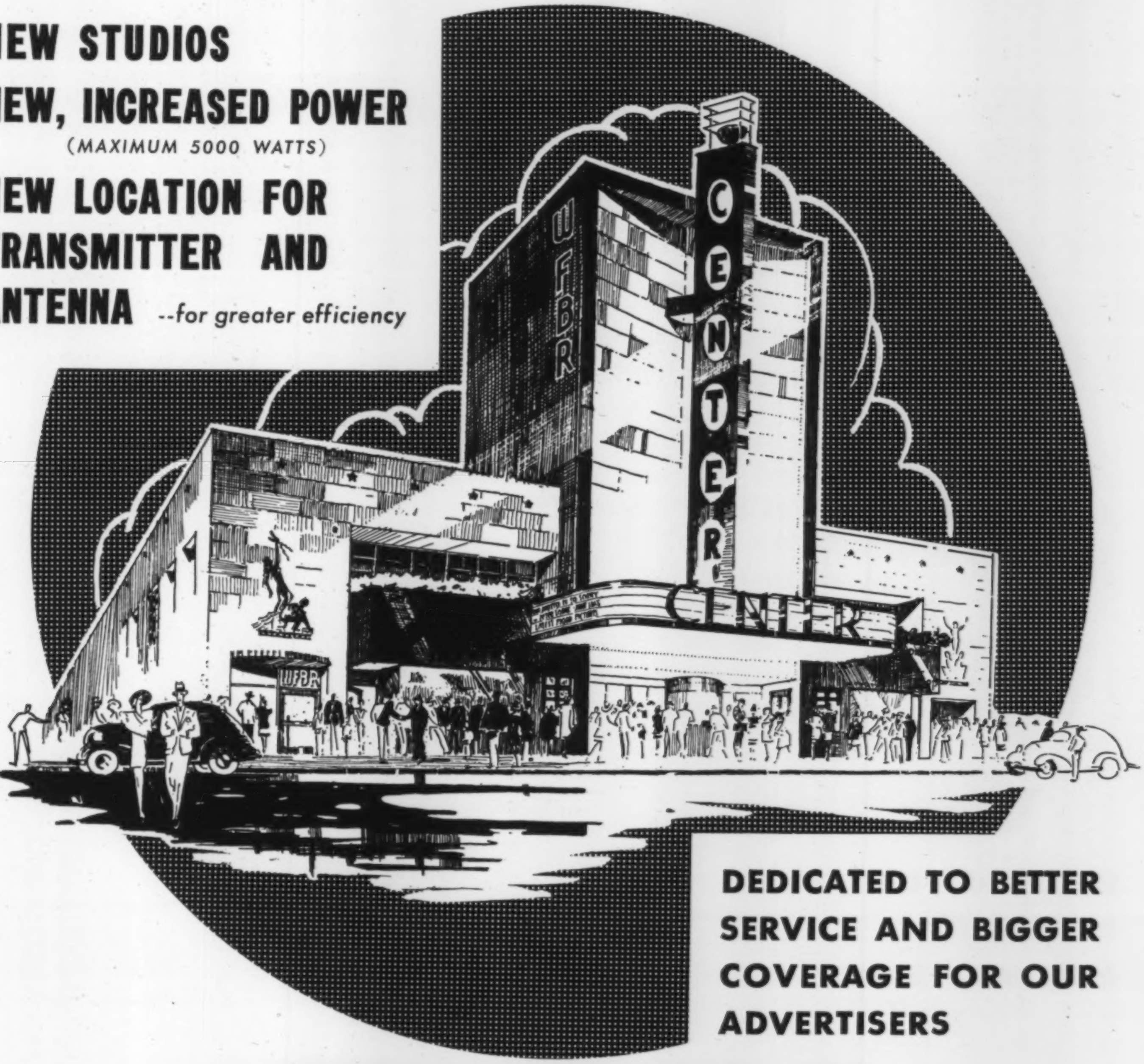
NEW LOCATION FOR TRANSMITTER AND ANTENNA --*for greater efficiency*



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MARYLAND'S PIONEER BROADCAST STATION
BASIC N.B.C. RED NETWORK

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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(Data corrected to January 1, 1939)

MICHIGAN

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
BATTLE CREEK.....	WELL	1420	100	Enquirer-News Co. 1 W. Michigan Ave. 5655	Michigan (NBC-Blue)	A. L. Miller Dan E. Jayne Forest Flagg Owen	Alden H. Haight .... Raymond B. Roof	Burn-Smith
BAY CITY...........	WBCM	1410	1,000–LS 500–N	Bay Broadcasting Co. Inc. 104 Center Ave. 4700	Michigan NBC	James E. Davidson S. W. Edwards	Fred Kilian .... Ralph H. Carpenter	Hollingbery
CALUMET...........	WHDF	1370-SH	250–LS 100–N	Upper Michigan Broadcasting Co. Scott Hotel One	......	A. L. Burgan John W. Rice Merrill F. Trapp	Merrill F. Trapp John W. Rice William Jackson	....
DETROIT...........	CKLW (Windsor, Ontario)	1030	5,000	Western Ontario Bcstg. Co. Inc. Union Guardian Bldg. Cadillac 7200	MBS CBC	Malcolm G. Campbell J. E. Campeau L. J. DuMahaut	John Gordon Gordon B. Castle William J. Carter	McGillvra Roesler
	WJBK	1500	250–LS 100–N	James F. Hopkins Inc. 6559 Hamilton Ave. Trinity 2-2000	......	James F. Hopkins James F. Hopkins Paul Y. Clark	Sybil Krieghoff .... Paul Frincke	Wilson
	WJR	750	50,000	WJR, The Goodwill Station Fisher Bldg. Madison 4440	CBS	G. A. Richards Leo Fitzpatrick Owen F. Uridge	Geraldine Elliott Stanley Boynton M. R. Mitchell	Petry
	WMBC	1420	250–LS 100–N	Michigan Broadcasting Co. 7310 Woodward Ave. Madison 9100	......	E. J. Hunt H. M. Steed H. M. Steed	William Jory Harry A. Moler Edward Clark	....
	WWJ	920	5,000–LS 1,000–N	Evening News Ass'n. 624 Lafayette Blvd. Randolph 2000	NBC-Red	Wm. E. Scripps Wm. J. Scripps Harry Bannister	James Jewell Jacob Albert Walter Hoffman	Hollingbery
	WXYZ	1240	1,000	King-Trendle Broadcasting Corp. 17th Floor Stroh Bldg. Cherry 8231	NBC-Blue Michigan	George W. Trendle H. Allen Campbell Arch Shawd	James G. Riddell Charles C. Hicks Lynn C. Smeby	Raymer
EAST LANSING.....	*WKAR	850	1,000–D CP-5,000–D	Michigan State College East Lansing 5-9113	......	R. S. Shaw Robert J. Coleman	Robert J. Coleman .... Norris Grover	....
FLINT..............	WFDF	1310	100	Flint Broadcasting Co. Union Industrial Bldg. 2-7158	Michigan (NBC-Blue)	Frank D. Fallain Howard M. Loeb F. S. Loeb	Adrian R. Cooper R. V. Osgood Frank D. Fallain	....
GRAND RAPIDS.....	WOOD- WASH	1270	500	King-Trendle Broadcasting Corp. Grand Rapids National Bank Bldg. 9-4211	Michigan NBC	George W. Trendle Stanley W. Barnett Stanley W. Barnett	Sandy Meek David H. Harris Lynne C. Smeby	....
IRONWOOD.........	WJMS	1420	100	WJMS Inc. St. James Hotel Annex 20	......	William L. Johnson N. C. Ruddell N. C. Ruddell	Harry Wills Richard Hasbrook R. L. Johnson	Mitchell & Ruddell
JACKSON...........	WIBM	1370	250–LS 100–N	WIBM Inc. 306 W. Michigan Ave. Jackson 6121	MBS Michigan (NBC-Blue)	Herman Radner Roy Radner Roy Radner	W. H. Dunn .... Charles W. Wirtanen	....
KALAMAZOO........	WKZO	590	1,000–LS CP-250–N	WKZO Inc. 124 W. Michigan Ave. 3-1223	Michigan	John E. Fetzer John E. Fetzer Guy T. Stewart	Merlin F. Stonehouse Merlin F. Stonehouse Edwin Rector	Wilson
LANSING...........	WJIM	1210	250–LS 100–N	Harold F. Gross City National Bank Bldg. 2-1333	Michigan (NBC-Blue)	Harold F. Gross Harold F. Gross Glenn Pickett	Robert Innes O. S. Jones Leo J. Ylha	....
LAPEER.............	*WMPC	1200-SH	250–LS 100–N	First Methodist Protestant Church 803 Liberty 455J	......	Frank S. Hemingway Frank S. Hemingway	Frank S. Hemingway .... Hollis F. Hayes	....
MARQUETTE.......	WBEO	1310-SH	250–LS 100–N	Lake Superior Bcstg. Co. 146 W. Washington 616	......	Frank J. Russell, Jr. Gordon H. Brozek	John K. Hubbard, Jr. .... Gordon H. Brozek	....
MUSKEGON........	WKBZ	1500	250–LS 100–N	Ashbacker Radio Corp. Michigan Theater Bldg. 26-051	......	Grant F. Ashbacker Grant F. Ashbacker Grant F. Ashbacker	Rolland Van Wyck .... George Krivitzky	Burn-Smith
PORT HURON......	WHLS	1370	250–D	Port Huron Broadcasting Co. Port Huron 6191	......	Herman L. Stevens Angus D. Pfaff Angus D. Pfaff	Harmon L. Stevens Robert Stenzhorn Wayne McDonnell	....
ROYAL OAK........	WEXL	1310	50	Royal Oak Broadcasting Co. 212 W. 6th St. Elmhurst 6524	......	George B. Hartrick Ellis C. Thompson Ellis C. Thompson	Kirk Knight .... J. L. McFarland	....

MINNESOTA

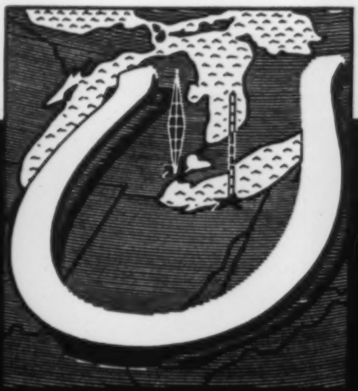
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ALBERT LEA........	KATE	1420	250–LS 100–N	Albert Lea Broadcasting Co. Inc. 332 S. Broadway 2338	......	Edgar L. Hayek Edgar L. Hayek Warner C. Tidemann	Sherman Booen .... George Church	Furgason
DULUTH............	KDAL	1500	100	Red River Broadcasting Co. 218 Bradley Bldg. Melrose 2230	CBS	Dalton Le Masurier Dalton Le Masurier A. H. Flaten	Gilbert Fawcett Darrell Bandy Robert A. Dettman	....
	WEBC	1290	5,000–LS 1,000–N	Head of the Lakes Bcstg. Co. Inc. WEBC Bldg. Melrose 1537	NBC Arrowhead	Morgan Murphy Walter C. Bridges Thomas W. Gavin	Erling Sodahl Earl Almquist Charles Persons	Hollingbery

WJR

The Goodwill Station

50,000 WATTS

Detroit



W·J·R
THE GOODWILL STATION
Detroit

W·G·A·R
THE FRIENDLY STATION
Cleveland

THE GREAT STATIONS OF THE GREAT LAKES

Basic Stations...Columbia Broadcasting System

Edward Petry & Company, Inc., National Sales Representatives

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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(Data corrected to January 1, 1939)

MINNESOTA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
FERGUS FALLS.....	KGDE	1200	250-LS 100-N	Charles L. Jaren Fergus Falls 898	......	C. L. Jaren C. L. Jaren C. L. Jaren	Hub Warner A. B. Woodard Gordon Clark	Burn-Smith
HIBBING...........	WMFG	1210	250-LS 100-N	Head of the Lakes Bcstg. Co. Inc. Androy Hotel 1150	CBS Arrowhead	Morgan Murphy Harry S. Hyett Harry S. Hyett	.... Charles Persons	Hollingbery
MANKATO..........	KYSM	1500	250-LS 100-N	F. B. Clements & Co. 101 N. 2nd St. 4673	......	F. Braden Clements .... Charles A. Kennedy	Jack Holbrook .... Harbert D. Kimberly	....
MINNEAPOLIS-ST. PAUL.........	KSTP	1460	25,000-LS 10,000-N CP-50,000-U	National Battery Bcstg. Co. St. Paul Hotel Cedar 5511	NBC-Red	Stanley E. Hubbard Stanley E. Hubbard Kenneth M. Hance Ray C. Jenkins	Corinne Jordan Fred Laws Hector R. Skifter	Petry
	WCCO	810	50,000	Columbia Bcstg. System Inc. 625 Second Ave. S. Main 1202	CBS	CBS—Earl H. Gammons Earl H. Gammons Carl J. Burkland	Hayle C. Cavanor Robert L. Hutton Hugh S. McCartney	Radio Sales
	WDGY	1180 L-KEX-KOB	5,000-LS 1,000-N	Geo. W. Young Hotel Nicollet Bridgeport 7777	MBS	George W. Young George W. Young E. P. Shurick	E. P. Shurick E. P. Shurick George W. Young	Rambeau
	*WLB	760 ST-WCAL	5,000-D	University of Minnesota Minneapolis Main 8177	......	U. of Minnesota Burton Paula	William H. Sener .... Waldemar Klima	....
	WMIN	1370	250-LS 100-N	WMIN Broadcasting Co. St. Anthony & Syndicate Nestor 6501	......	Edward Hoffman Edward Hoffman Edward Hoffman	Frank Devaney Samuel Nemer Mat Walz	....
	WTCN	1250	5,000-LS 1,000-N	Minnesota Broadcasting Corp. Wesley Temple Bldg. Main 6562	NBC-Blue	Leo Owens Clarence T. Hagman Lee Whiting	Robert DeHaven .... John M. Sherman	Free & Peters
MOORHEAD........	KVOX	1310	250-LS 100-N	KVOX Broadcasting Co. Inc. 722 Center Ave. 1232	......	Robert K. Herbst M. M. Marget Robert F. Schulz	Arvid Johnson .... Robert F. Schulz	....
NORTHFIELD.......	*WCAL	760 ST-WLB	5,000-D	St. Olaf College Northfield 781 J	......	Dr. L. W. Boe M. C. Jensen	David Johnson .... Milford Jensen	....
ROCHESTER........	KROC	1310	250-LS 100-N	Southern Minnesota Bcstg. Co. Martin Hotel 3924	......	G. P. Gentling G. P. Gentling E. Anson Thomas	Peter Lyman Gerald Wing Fred Clark	Raymer
ST. CLOUD.........	KFAM	1420	250-LS 100-N	Times Publishing Co. Weber Bldg. 3330	......	Fred Schilplin George B. Bairey Edgar Parsons	LaVell Waltman .... Robert Witschen	....
VIRGINIA...........	WHLB	1370	250-LS 100-N	Head of the Lakes Bcstg. Co. Inc. Virginia 2000	CBS Arrowhead	Morgan Murphy Barney Irwin Barney Irwin	.... Charles Persons	Hollingbery
WINONA............	KWNO	1200	250-D	Winona Radio Service 216 Center St. 3314	......	M. H. White H. R. Wiecking A. E. Mickel L. L. McCurnin	.... M. S. Ruetter	Bryant-Griffith

MISSISSIPPI

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
GRENADA..........	WGRM	1210	250-LS 100-N	P. K. Ewing 500 Main St. 222	......	P. K. Ewing W. E. Williams	Charles Walter W. E. Williams C. A. Perkins	....
GULFPORT.........	WGCM	1210	250-LS 100-N	WGCM Inc. Box 207 1111	......	P. K. Ewing, Sr. F. C. Ewing F. C. Ewing	Kenneth Vance .... C. H. Dyess	Burn-Smith
HATTIESBURG......	WFOR	1370	100	Forrest Broadcasting Co. 109 Walnut St. 55	......	C. J. Wright C. J. Wright G. V. Land	Mildred Little G. V. Land George W. Wilson, Jr.	Burn-Smith
JACKSON...........	WJDX	1270	5,000-LS 1,000-N	Lamar Life Insurance Co. Lamar Life Bldg. 7415	NBC-Red	Lamar Life Ins. Co. Wiley P. Harris C. A. Lacy, Jr.	Maurice Thompson Frank Gentry Percy G. Root	Hollingbery
	WSLI	1420	250-LS 100-N	Standard Life Ins. Co. of South Robert E. Lee Hotel 4011	......	G. W. Covington L. M. Sepaugh T. R. Lathrop	P. H. Goldman F. E. Wilkerson Gail Benson	....
LAUREL.............	WAML	1310	250-LS 100-N	New Laurel Radio Station Inc. 312 Central Ave. 288	......	D. A. Matison R. V. DeGruy Hugh M. Smith	Paul Wilson .... A. A. Touchstone	Burn-Smith
MERIDIAN..........	WCOC	880	1,000	Mississippi Broadcasting Co. Inc. Strand Bldg. 1042	CBS	D. W. Gavin D. W. Gavin D. W. Gavin	Mrs. D. W. Gavin D. W. Gavin D. W. Gavin	....
VICKSBURG.........	WQBC	1360	1,000-D	Delta Broadcasting Co. Inc. Hotel Vicksburg 312	......	L. P. Cashman O. W. Jones O. W. Jones	Jeff Hester O. W. Jones C. E. Drake	....

First FOR 10 YEARS

KSTP
Northwest's Leading Radio Station

For the past 10 years, every authentic survey in the Twin Cities Area has shown KSTP with more than 50% of the listening audience. That means ***more listeners per dollar*** in the 7th U. S. Retail Market, where Annual Retail Sales total a billion and a half dollars . . . and the BEST BUY in the entire Northwest.

THE NATION'S *Choice* IN THE GREAT NORTHWEST

FIRST in the Nation for Showmanship . . . 1937 Variety Award.

FIRST in percentage of renewal contracts each year.

FIRST in the Leading Test Cities in the 500,000 population group . . . Sales Management 1938 survey.

FIRST choice and designated as the Twin Cities official radio station in 1938 Salesmen's Crusade.

It's no wonder
that MORE local and national advertisers select KSTP
FOR GREATER COVERAGE IN THE NORTHWEST

KSTP
Northwest's Leading Radio Station

MINNEAPOLIS SAINT PAUL

Stanley E. Hubbard, Pres. & Gen. Mgr.

EXCLUSIVE OUTLET BASIC RED NETWORK N. B. C.

For Rates and Schedules, Address: Ray C. Jenkins, Sales Manager, KSTP, MINNEAPOLIS—ST. PAUL, MINNESOTA, or our NATIONAL REPRESENTATIVES: In New York, Chicago, Detroit, and San Francisco—Edward Petry & Co., Inc.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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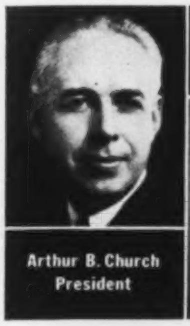
MISSOURI

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
CAPE GIRARDEAU	KFVS	1210 SH-WEBQ	250-LS 100-N	Hirsch Battery & Radio Co. 327 Broadway 2104	......	Oscar C. Hirsch Oscar C. Hirsch Oscar C. Hirsch	Virginia Bahn Oscar C. Hirsch R. L. Hirsch	....
COLUMBIA	KFRU	630 STN-WGBF	1,000-LS 500-N	KFRU Inc. 9th & Elm Sts. 4141	......	Elzey Roberts C. L. Thomas Walter E. Weiler	George R. Guyan William Rooney Robert Haigh	Weed
JEFFERSON CITY	KWOS	1310	250-LS 100-N	Tribune Printing Co. 210 Monroe St. 4000	......	R. C. Goshorn R. L. Rose Owen M. Balch, Sr.	John J. Corrigan .... James C. Haynes, Jr.	....
JOPLIN	WMBH	1420	250-LS 100-N	Joplin Broadcasting Co. Keystone Hotel 330	......	D. J. Poynor D. J. Poynor W. H. Clark	Stella Lukens Bruce Quisenberry Robert Stark	Sears & Ayer
KANSAS CITY	KCMO	1370 CP-1450	100 CP-1,000	KCMO Broadcasting Co. Commerce Bldg. Victor 0900	......	T. L. Evans Larry Sherwood Jack Neil	Robert Grey Jack Neil Loyd C. Sigmon	....
	KITE	1530	1,000	First National Television Inc. Fidelity Bldg. Harrison 5818	......	D. E. Kendrick D. E. Kendrick E. C. Wyatt	Homer Cunningham Joe Matthews Paul Hauck	Rambeau
	KMBC	950	5,000-LS 1,000-N	Midland Broadcasting Co. Pickwick Hotel Harrison 2650	CBS WTS	Arthur B. Church Karl R. Koerper Carter Ringlep	Lewis R. Reid {Mark N. Smith {Milton F. Allison A. R. Moler	Free & Peters
	WDAF	610	5,000-LS 1,000-N	The Kansas City Star Co. 1729 Grand Ave. Harrison 1200	NBC-Red	George B. Longan H. Dean Fitzer R. Gardner Reames	Harry J. Kaufmann .... J. A. Flaherty	Petry
	WHB	860	1,000-D	WHB Broadcasting Co. Scarritt Bldg. Harrison 1161	MBS	Donald Dwight Davis John T. Schilling Donald Dwight Davis	Dick Smith M. H. Straight Henry E. Goldenberg	Walker (Chicago)
	WREN	1220 ST-KFKU	5,000-LS 1,000-N	WREN Broadcasting Co. Inc. WREN Bldg., Lawrence, Kans. 110	NBC-Blue	Vernon H. Smith Vernon H. Smith Vernon H. Smith	Verl D. Bratton Ernest Pontius Vern Omer	Hollingbery
POPLAR BLUFF	KWOC	1310	100-D	Don Lidenton & A. L. McCarthy 216 Poplar St. 1310	......	A. L. McCarthy Randall Jessee Cliff Atkinson	Bill Bates Randall Jessee Don Lidenton	....
ST. JOSEPH	KFEQ	680	2,500-D	KFEQ, Inc. Schneider Bldg. 6-1314	......	Byron Pitts Byron Pitts G. G. Griswold	Harry H. Packard J. Ted Branson Wesley Koch	Kelly-Smith
ST. LOUIS	*KFUO (Clayton)	550 ST-KSD	1,000-LS 500-N	Evangelical Lutheran Synod 801 DeMun St. Cabany 2499	......	Evangelical Lutheran Synod Herman H. Hohenstein	Herman H. Hohenstein .... Carl H. Meyer	....
	KMOX	1090	50,000	Columbia Bcstg. System Inc. Mart Bldg. Central 8240	CBS	CBS—Merle S. Jones Merle S. Jones Kenneth W. Church	Chester G. Renier J. Soulard Johnson Graham L. Tevis	Radio Sales
	KSD	550 ST-KFUO	5,000-LS 1,000-N	The Pulitzer Publishing Co. 12th & Olive Sts. Main 1111	NBC-Red	Joseph Pulitzer George M. Burbach Edward W. Hamlin	Frank Eschen .... Robert L. Coe	Free & Peters
	KWK	1350	5,000-LS 1,000-N	Thomas Patrick Inc. Hotel Chase Rosedale 3210	NBC-Blue MBS WTS	Robert Thomas Convey Clarence G. Cosby Clarence G. Cosby	John Tinnea Robert M. Sampson James P. Burke	Raymer
	KXOK	1250	1,000	Star-Times Publishing Co. 12th & Delmar Blvds. Chestnut 3700	......	Elzey Roberts Ray V. Hamilton Walter E. Weiler	Allen Franklin William Rooney Arthur F. Rekart	Weed
	WEW	760	1,000-D	St. Louis University 3642 Lindell Blvd. Franklin 5665	......	Rev. H. B. Crimmins A. S. Foster	Arthur T. Jones Lewis B. Hagerman George E. Rueppel	....
	WIL	1200	250-LS 100-N	Missouri Broadcasting Corp. Melbourne Hotel Jefferson 8403	......	Lester A. Benson Lester A. Benson Edgar P. Shutz	Neil Norman Bill Durney C. H. Stoup	Reynolds-Fitzgerald
	WTMV (East St. Louis)	1500	250-LS 100-N	Mississippi Valley Bcstg. Co. Inc. Hotel Broadview East 4390	......	Lester E. Cox William H. West William H. West	Paul O. Godt Thomas J. Connelly Thomas R. McLean	....
SPRINGFIELD	KGBX	1230	500	Springfield Broadcasting Co. 508 St. Louis St. 1360	NBC	R. D. Foster R. D. Foster John Pearson	Terry Moss Carl Ward Fritz Bauer	Wilson
	KWTO	560	5,000-D	Ozarks Broadcasting Co. 508 St. Louis St. 1360	......	Lester E. Cox Ralph D. Foster John Pearson	Terry Moss Carl Ward Fritz Bauer	Wilson

MONTANA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
BILLINGS	KGHL	780	5,000-LS 1,000-N	Northwestern Auto Supply Co., Inc. Fifth & No. Broadway 2222	NBC	C. O. Campbell Edward M. Yocum Edward M. Yocum	Julia Richards .... J. A. Kiichli	Katz
BOZEMAN	KRBM (Construction permit; starts about March 15)	1420	250-LS 100-N	KRBM Broadcasters Bozeman	......	Robert B. McNab, Jr. E. B. Craney	....	....



Arthur B. Church
President

Karl R. Koerper
Vice-President

THE ONLY STATION IN KANSAS CITY

...that offers so many reasons for the popularity KMBC enjoys among the two and one-third million radio listeners who daily ***buy*** and buy and BUY in our P.D.A. Some of the radio services which ***only*** KMBC provides in this Middle Western Mecca of Sales are shown here—there are many others. Perhaps most important of all is the fact that KMBC is the ***only*** station in Kansas City with an attractive array of Audience Tested, Selling Tested Programs ready for sponsorship NOW.

KMBC is the ONLY Kansas City station originating regular coast-to-coast network programs. The Texas Rangers with Tex Owens currently enjoy one of the highest CAB ratings of CBS sustaining shows. Sunday afternoons at 1:30, E.S.T.; Saturday nights at 6:45, E.S.T. in "Night Time on the Trail."

KMBC is the ONLY Kansas City station

...with a full time news editor who has metropolitan newspaper experience, Erle Smith—veteran of ten successful sponsorships!

...with an exclusive household economics director, Beulah Karney. Under her direction the KMBC Happy Kitchen annually makes happy many participating advertisers.

...to develop locally personalities and programs that have become famous nationally. Here is Caroline Ellis, now doing "Caroline's Golden Store" for General Mills. Others are Margaret and Gordon Munro, Easy Aces, Life on Red Horse Ranch, Happy Hollow, PHENOMENON.

KMBC is the ONLY Kansas City station which dramatizes its talent to the audience in a big variety show—is, in fact, the ***only*** station with the talent to produce such a show. Brush Creek Follies, broadcast Saturday nights, and playing to S. R. O. audiences, week after week!

KMBC is the ONLY Kansas City station which maintains a consistent policy of covering completely public events of special public interest, and KMBC is the ***only*** station with a short wave car to broadcast news where it happens, when it happens. Above, City Manager McElroy and Mayor Smith officially open new Police-Courts building on KMBC.

KMBC
OF KANSAS CITY

The PROGRAM BUILDING and TESTING Station

Free & Peters, Inc., National Representatives
George E. Halley, Director National Program Sales,
400 Deming Place, Chicago

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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MONTANA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
BUTTE..............	KGIR	1340	5,000–LS 1,000–N	KGIR Inc. Box 1956 22-3-44	NBC Z-Bar	E. B. Craney E. B. Craney Leo McMullen	M. Goodover Leo McMullen E. B. Craney	Furgason
GREAT FALLS.......	KFBB	1280	5,000–LS 1,000–N	Buttrey Broadcast, Inc. First National Bank Bldg. 4377	CBS	F. A. Buttrey Jessie Jacobsen Joe Wilkins	John Alexander Jessie Jacobsen Wilbur Myhre	Weed Biddick
HELENA............	KPFA	1210	250–LS 100–N	Peoples Forum of the Air Helena 857	NBC Z-Bar	Barclay Craighead K. O. MacPherson K. O. MacPherson	Ernie Neath K. O. MacPherson K. O. MacPherson	Furgason
KALISPELL.........	KGEZ	1310	100	Donald C. Treloar 203 First Ave. E. 32	......	Donald C. Treloar Donald C. Treloar Donald C. Treloar	Donald C. Treloar Donald C. Treloar Donald Gorman	....
MISSOULA..........	KGVO	1260	5,000–LS 1,000–N	Mosby's, Inc. 132 W. Front St. 2155	CBS	A. J. Mosby A. J. Mosby Jack Burnett	James Alden Barber Marion Dixon Thos. A. Atherstone	....
WOLF POINT.......	KGCX	1450	1,000	E. E. Krebsbach Main & 4th Sts. 102	......	E. E. Krebsbach Milton J. Severson Milton J. Severson	A. E. Richmond Adolph Jystad Harold Klimpel	....

NEBRASKA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
CLAY CENTER...... (Moves to Grand Island, Neb., about May 1, 1939)	KMMJ	740 L-WSB	1,000	KMMJ Inc. Radio Bldg. 207	......	Don Searle Randall Ryan Randall Ryan	Mott M. Johnson Randall Ryan Marvin Price	Wilson
KEARNEY...........	KGFW	1310	250–LS 100–N	Central Nebraska Bcstg. Corp. South Central Ave. 3-1551	......	Kenneth Dryden Walter Ely Fred Christensen	Fred Christensen A. Ray Brown Walter Ely	....
LINCOLN...........	KFAB (Synchronizes at night with WBBM, Chicago)	770	10,000	KFAB Broadcasting Co. Hotel Lincoln B-3214	CBS	{Frank Throop {Don Searle W. Judson Woods Frank Peilegrin	Lowell A. Miller R. Bruce Wallace Mark W. Bullock	Katz
	KFOR	1210	250–LS 100–N	Cornbelt Broadcasting Corp. Hotel Lincoln B-3214	MBS	{Frank Throop {Don Searle W. Judson Woods Frank Pellegrin	John F. Hanssen R. Bruce Wallace Mark W. Bullock	Katz
NORFOLK..........	WJAG	1060 L-WBAL-WTIC	1,000	Norfolk Daily News Norfolk 432	......	Gene Huse Art Thomas Art Thomas	Art Thomas Art Thomas Frank Weidenbach	Wilson
NORTH PLATTE....	KGNF	1430	1,000–D	Great Plains Broadcasting Co. 1521 W. 12th St. 132	......	W. I. LeBarron W. I. LeBarron	.... J. B. Eaves	....
OMAHA.............	KOIL	1260	5,000–LS 1,000–N	Central States Broadcasting Co. Omaha National Bank Bldg. Jackson 7626	NBC-Blue (CBS–April 26) MBS	Frank Throop Don Searle Frank E. Pellegrin	James C. Douglass R. Bruce Wallace Mark Bullock	Katz
	WAAW	660	500–D	Omaha Grain Exchange Omaha Grain Exchange Bldg. Atlantic 2228	......	J. H. Weaver {F. E. Shopen {W. F. Myers James Acuff	Orville Weimer Paul Fry W. F. Myers	....
	WOW	590	5,000–LS 1,000–N	Woodman of the World Ins. Soc. 17th & Farnam Sts. Jackson 6844	NBC-Red Corn Belt	{De Emmet Bradshaw {William Ruess John J. Gillin, Jr. John J. Gillin, Jr.	Harry Burke Howard O. Peterson William J. Kotera	Blair
SCOTTSBLUFF......	KGKY	1500	250–LS 100–N	Hilliard Co. Inc. 1517½ Broadway 856	......	L. L. Hilliard L. L. Hilliard R. M. Stewart	Bill Walter .... Harlan Morrison	....

NEVADA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
RENO...............	KOH	1380	500	Bee Inc. 440 N. Virginia St. 5106	CBS	Guy C. Hamilton Wallie D. Warren Wallie D. Warren	Merrill Inch Wallie D. Warren Hewitt Kees	Raymer

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NEW HAMPSHIRE

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LACONIA...........	WLNH	1310	100	Northern Broadcasting Co. Masonic Temple Bldg. 501	MBS Yankee Colonial	Charles & Malcolm Jenney Edward J. Lord Alfred E. Tyler	Sherwin Greenlaw Edward J. Lord Kenneth Taylor	Weed
MANCHESTER......	WFEA	1340	1,000–LS 500–N	New Hampshire Broadcasting Co. Carpenter Hotel 7970	NBC MBS Yankee Colonial	Henry P. Rines Charles G. H. Evans Charles G. H. Evans	W. Arch Soutar L. F. Smith Vincent H. Chandler	Weed
PORTSMOUTH......	WHEB	740	250–D	Granite State Broadcasting Corp. 39 Congress St. 2670	......	H. J. Wilson H. C. Wilson H C Wilson	H. C. Wilson H. C. Wilson Donald R. Stevens	....

NEW JERSEY

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ASBURY PARK......	WCAP	1280 ST-WCAM-WTNJ	500	Radio Industries Broadcast Co. Convention Hall 1911	......	George S. Ferguson V. N. Scholes	.... Ernest G. Ruckle	....
ATLANTIC CITY.....	WPG	1100 SH-WBIL	5,000	City of Atlantic City Convention Hall 4-6538	CBS	Mayor C. D. White Norman Reed William H. Appleby	Margaret Keever .... Earle Godfrey	Sears & Ayer
BRIDGETON........	WSNJ	1210	100–D	Eastern States Broadcasting Corp. Bridgeton 1600	......	Howard S. Frazier Paul Alger Burt P. McKinnie	Jack B. Plumley Fred M. Wood Russel Ely	....
CAMDEN............	WCAM	1280 ST-WCAP-WTNJ	500	City of Camden City Hall 9000	......	City of Camden Frederick S. Caperoon L. M. Maxwell	Robert Horn Robert Horn C. E. Onens	....
JERSEY CITY.......	WAAT	940	500–D	Bremer Broadcasting Corp. 50 Journal Square Journal Square 2-0716	......	Paul H. LaStayo Paul H. LaStayo A. B. Schillin	Gabrielle Haas .... Anthony Castellani	Burn-Smith
	WHOM	1450	250	New Jersey Broadcasting Corp. 29 W. 57th St., N. Y. C. Plaza 3-4204	......	Paul F. Harron Joseph Lang Joseph Lang	West Wilcox Frank Krueger Allison Burnham	....
NEWARK...........	WHBI	1250 ST-WNEW	2,500–LS 1,000–N	May Radio Broadcast Corp. 100 Shipman St. Mitchell 2-7354	......	Daniel B. Hoyt James L. Shearer James L. Shearer	James L. Shearer .... Irwin R. Wolfe	Burn-Smith
	WOR	710	50,000	**(See New York City)**				
RED BANK.........	WBRB	1210 ST-WFAS-WGBB-WGNY	100	Monmouth Broadcasting Co. Red Bank 980	......	Thomas F. Burley, Jr. V. N. Scholes V. N. Scholes	Lilian Mayhew .... Robert Johnson	....
TRENTON..........	WTNJ	1280 ST-WCAM-WCAP	500	WOAX Inc. 150 E. State St. 8149	......	C. E. Loew F. J. Wolff D. S. Tyson	D. S. Tyson .... Edw. P. Knowles	....
ZAREPHATH........	*WAWZ	1350 ST-WBNX	1,000–LS 500–N CP-1,000–N	Pillar of Fire Zarephath Bound Brook 223	......	Bishop Alma White Ray B. White	Ray B. White .... N. L. Wilson	....

NEW MEXICO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ALBUQUERQUE.....	KGGM	1230	1,000	New Mexico Broadcasting Co. Kimo Theatre Bldg. 929	CBS	A. R. Hebenstreit Mike Hollander Mike Hollander	Elmer Fondren Mike Hollander Leonard Dodds	Wilson
	KOB	1180 STN-KEX SA-U	10,000	Albuquerque Broadcasting Co. 422 W. Gold Ave. 1180	NBC	T. M. Pepperday Frank Quinn Frank Quinn	Mary McC. Hickox .... George S. Johnson	Dale (N. Y.) Terhune (Chicago)
CARLSBAD..........	KLAH	1210	250–LS 100–N	Carlsbad Broadcasting Co. Crawford Hotel 244	......	Jack Hawkins Jack Hawkins Lucille Neilson	Lucille Neilson .... Harry Boehnemann	....
CLOVIS.............	KICA	1370 SHN-KGFL	100	Western Broadcasters Inc. 412 Pile St. 3	......	Chas. C. Alsup Chas. C. Alsup Leon Womack	Neyland Inabnit Leon Womack James Sims	....
GALLUP............	KAWM	1500	250–LS 100–N	A. W. Mills 1100 E. Aztec Ave. 19	......	A. W. Mills A. W. Mills Don Mills	Frances Dolan .... J. D. Eubank	....
HOBBS.............	KWEW	1500	100–D	W. E. Whitmore Harden Hotel Bldg. 495	......	W. E. Whitmore Ben Parker Ned Robertson	Phil Reed W. E. Whitmore Floyd Emanuel	....
ROSWELL..........	KGFL	1370 SH-KICA	100	KGFL Inc. 502 W. 2nd St. 288	......	W. E. Whitmore W. E. Whitmore Charles Teas	Ed Safford Charles Teas George Farmer	....
SANTA FE..........	KRQA	1310	100	J. Laurence Martin 759 Cerrillos Rd. 1456	......	J. Laurence Martin J. Laurence Martin J. Laurence Martin	J. Laurence Martin .... J. Laurence Martin	McGillvra

Your Lucky 1

Old Gold
CIGARETTES
Old Gold
CAMAY
IVORY SOAP
OXYDOL
PARODI
TOSCANO STYLE CIGARS
MEDAGLIA D'ORO
WHEATIES
Breakfast of Champions
La Rosa
2 ZITI
PILLSBURY'S STAR
Pillsbury's BEST XXXX Flour

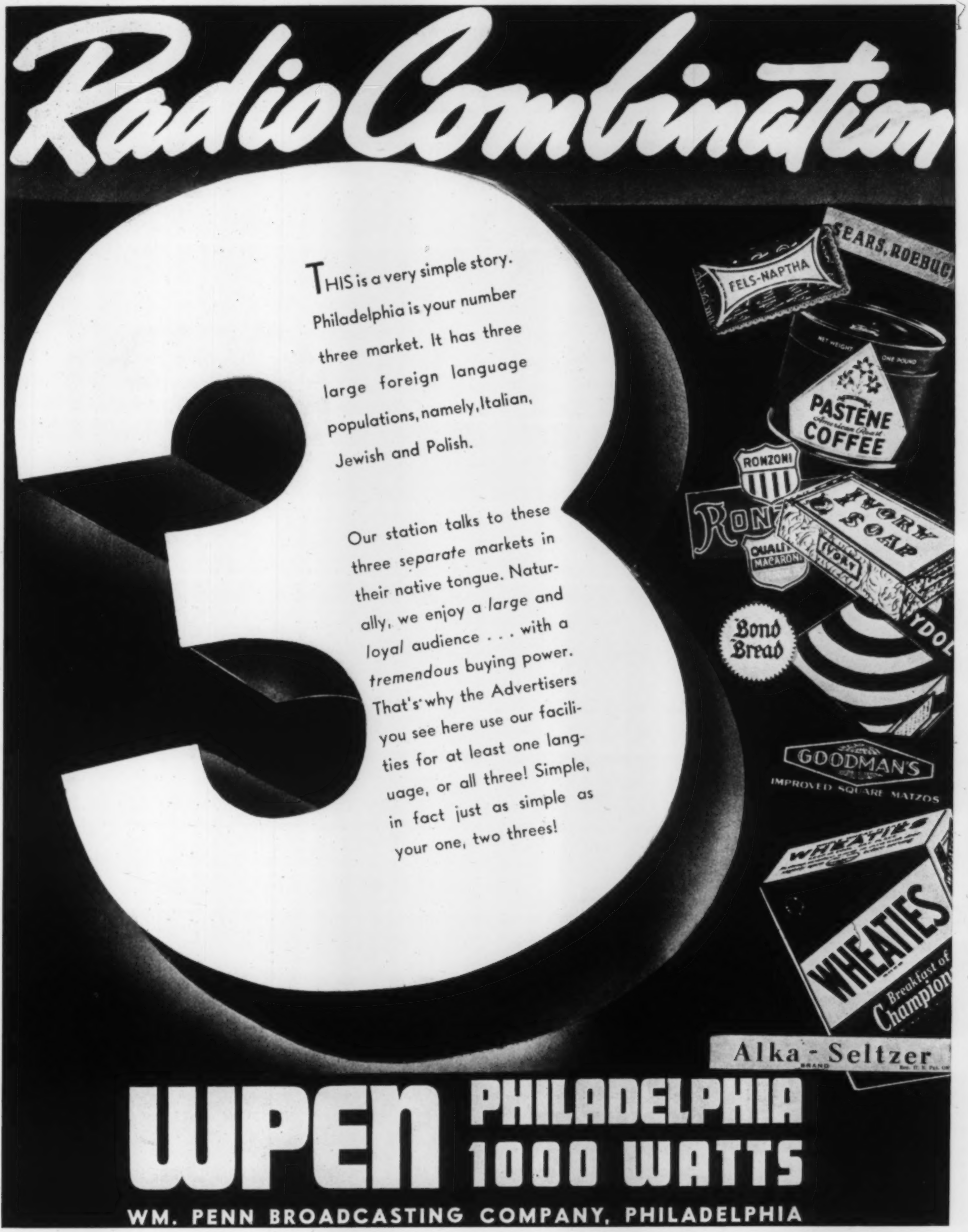
IVORY Soap, Old Gold, Wheaties, Oxydol, all enjoyed large distribution in New York as a result of their English radio programs. But, their progressive Agencies realized that to reach the *separate* and *distinct* Italo-American market of approximately 1,500,000, it was necessary to advertise "The Italo-American Way."

Since the start, their programs have paid large dividends. That's why they, like many others, have been continuous Advertisers with us! You, too, can be number **1** in the number **1** market—a 13 week's trial will convince you of that!

WOV NEW YORK 1000 WATTS

WBIL NEW YORK 5000 WATTS

THE INTERNATIONAL BROADCASTING CORPORATION, NEW YORK


FELS-NAPTHA
SEARS, ROEBUCK
PASTENE COFFEE
RONZONI
QUALITY MACARONI
IVORY SOAP
Bond Bread
GOODMAN'S
IMPROVED SQUARE MATZOS
WHEATIES
Breakfast of Champions
Alka-Seltzer

Radio Combination

THIS is a very simple story. Philadelphia is your number three market. It has three large foreign language populations, namely, Italian, Jewish and Polish.

Our station talks to these three *separate* markets in their native tongue. Naturally, we enjoy a *large* and *loyal* audience . . . with a *tremendous* buying power. That's why the Advertisers you see here use our facilities for at least one language, or all three! Simple, in fact just as simple as your one, two threes!

WPEN PHILADELPHIA 1000 WATTS

WM. PENN BROADCASTING COMPANY, PHILADELPHIA

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.*

(Data corrected to January 1, 1939)

NEW YORK

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ALBANY	WABY	1370	250-LS 100-N	Adirondack Broadcasting Co. Inc. Radio Center 4-4193	NBC-Blue MBS	Harold E. Smith Harold E. Smith Deuel Richardson	Bert Madden Harry Goldman James Corey	Hollingbery
	WOKO	1430	1,000-LS 500-N	WOKO Inc. Radio Center 4-4193	CBS WTS	Raymond M. Curtis Harold E. Smith Deuel Richardson	J. Lee Kenneth Johnson Al Sordi	Blair
AUBURN	WMBO	1310	100 250-LS	Auburn Publishing Co. Metcalf Bldg. 433	......	Chas. G. Osborne William O. Dapping William O. Dapping	Seymour Harvey Dorothy Bolin Herbert House	....
BINGHAMTON	WNBF	1500	250-LS 100-N	Howitt-Wood Radio Co. Inc. Arlington Hotel 2-3461	CBS	John C. Clark Cecil D. Mastin Harry Trenner	Elizabeth Mastin Fred Dodge Lester H. Gilbert	Trenner
BROOKLYN	WARD	1400-ST[1]	500	United States Broadcasting Corp. 427 Fulton St. Triangle 5-3300	......	Aaron Kronenberg Aaron Kronenberg Aaron Kronenberg	Franklin H. Small Oscar Kronenberg Abraham Haas	....
	WBBC	1400-ST[1]	500	Brooklyn Broadcasting Corp. 554 Atlantic Ave. Triangle 5-6690	......	Peter Testan Peter Testan Arnold J. Jaffe	Bert Childs .... Peter Testan	....
	*WBBR	1300-ST[2]	1,000	Peoples Pulpit Ass'n. 124 Columbia Heights Main 4-9735	......	J. F. Rutherford	....	....
	WCNW	1500-ST[3]	250-LS 100-N	Arthur Faske 846 Flatbush Ave. Ingersol 2-1500	......	Arthur Faske Louis W. Berne Louis W. Berne	Roger Wayne Mildred J. Milberne Arthur Faske	....
	WLTH	1400-ST[1]	500	Voice of Brooklyn Inc. 105 Second Ave., N.Y.C. Orchard 4-1203	......	Samuel J. Gellard Samuel J. Gellard Samuel J. Gellard	Norman H. Warembud William J. Zalis John M. Temple	....
	WVFW	1400-ST[1]	500	Paramount Broadcasting Corp. 1 Nevins St. Triangle 5-0313	......	Harold Burke Salvatore D'Angelo Salvatore D'Angelo	.... Hermann Florez	....
BUFFALO	WBEN	900	5,000-LS 1,000-N	WBEN, Inc. Hotel Statler Cleveland 6400	NBC-Red	A. H. Kirchhofer Edgar H. Twamley Clifford M. Taylor	Lillian Goss Edgar H. Twamley Ralph J. Kingsley	Petry
	WBNY	1370-SH	250-LS 100-N	Roy L. Albertson 485 Main St. Cleveland 3365	......	Roy L. Albertson Roy L. Albertson Roy L. Albertson	John A. McLean .... Thomas L. Vines	....
	WEBR	1310	250-LS 100-N	WEBR Inc. 23 North St. Lincoln 7133	NBC-Blue	A. H. Kirchhofer Hervey Carter Hervey Carter	Catherine Burkhardt Albert Zink Lawrence Bailey	Petry
	WGR	550	5,000-LS 1,000-N	Buffalo Broadcasting Corp. Rand Bldg. Washington 3100	CBS MBS WTS	H. W. Deyo I. R. Lounsberry I. R. Lounsberry L. H. Avery	H. C. Rice A. F. Busch K. B. Hoffman	Free & Peters
	WKBW	1480	5,000	Buffalo Broadcasting Corp. Rand Bldg. Washington 3100	CBS MBS WTS	H. W. Deyo I. R. Lounsberry I. R. Lounsberry L. H. Avery	H. C. Rice A. F. Busch K. B. Hoffman	Free & Peters
	*WSVS	1370-SH	50	Seneca Vocational High School 666 E. Delavan Ave. Fillmore 7192	......	Elmer S. Pierce, Principal	....	....
CANTON	*WCAD	1220-SH	500-D	St. Lawrence University St. Lawrence University 276	......	St. Lawrence University Harold K. Bergman	R. C. Ellsworth .... Dr. Ward C. Priest	....
ELMIRA	WENY (Construction permit; starts about July 1, 1939)	1200	250-D	Elmira Star-Gazette Inc. Mark Twain Hotel 5181	......	Frank Gannett Dale L. Taylor Dale L. Taylor	Hal Wagner .... True McLean	McKinney
	WESG	SA-850 L-WWL	1,000-D	Cornell University Mark Twain Hotel 5181	CBS	Elmira Star-Gazette, Inc. Lessee Dale L. Taylor Dale S. Taylor	Hal Wagner .... True McLean	McKinney
FREEPORT	WGBB	1210-ST[4]	100	Harry H. Carman 44 S. Grove St. 2418	......	H. H. Carman H. H. Carman H. H. Carman	A. Cheesman Neal Seaman A. E. Granbacka	....
JAMESTOWN	WJTN	1210	250-LS 100-N	James Broadcasting Co. Inc. Hotel Jamestown 7-151	NBC-Blue	H. C. Wilder Charles Denny Simon Goldman	George T. Callison Simon Goldman Harold J. Kratzert	Raymer
NEWBURGH	WGNY	1210-ST[4] CP-1220	100 CP-250-D	Peter Goelet 161 Broadway 4600	......	Peter Goelet Peter Goelet Theodore F. Allen	Scott Buckley .... Irwin Moison	....
NEW YORK CITY	WABC	860	50,000	Columbia Broadcasting System 485 Madison Ave. Wickersham 2-2000	CBS	CBS—William S. Paley M. R. Runyon Arthur Hull Hayes	George Allen Edwin S. Reynolds Henry Grossman	Radio Sales
	WBIL	1100 SH-WPG	5,000	Arde Bulova 132 W. 43rd St. Bryant 9-6080	......	Arde Bulova Hyla Kiczales Ralph Nardella	John Schramm Adrian J. Flanter Robert E. Study	....
	WBNX	1350 ST-WAWZ	1,000	WBNX Broadcasting Co. Inc. 260 E. 161st St. Melrose 5-0333	......	A. H. Haskell W. C. Alcorn Wm. I. Moore	E. Ervin Frank Johnson H. L. Wilson	....
	WEAF	660	50,000	National Broadcasting Co. Inc. 30 Rockefeller Plaza Circle 7-8300	NBC-Red	NBC—Lenox R. Lohr .... M. M. Boyd	John F. Royal E. P. H. James O. B. Hanson	NBC

A MIDNIGHT CALL!

● It may be a call at midnight that sends announcers, production men and technicians hurrying to the scene of a disaster. It may be a feature that has been on the BBC's Special Events calendar for weeks—but you can be certain that when something unusual happens in Buffalo it will go on the air through BBC stations!

BBC's remote truck with its portable transcription equipment travels more than 1,500 miles each month covering special features. It goes to the airport for an interview with H. V. Kaltenborn as he waits for plane connections. It goes to Central Terminal, where the current celebrity is put on the air. It takes listeners to fires. It covers the waterfront!

● That isn't all! BBC's idea of Mikemanship" starts with scheduling. Did it happen during the day when many listeners were at work? Record it and put it on at night. When Prime Minister Neville Chamberlain returned from Munich his memorable speech was broadcast to this country in the afternoon, but listeners in Buffalo also had an opportunity to hear it at night. We think that is a public service. We also think it's good showmanship!

When speakers request time BBC discourages the cut-and-dried dial twisting "talk." We dramatize the idea or make it a round table discussion. We think that, too, is a public service. It makes the message more effective. We also think it's good showmanship!

WGR--- AT THE ENDS OF THE DIAL---WKBW

FREE & PETERS, Inc., Nat. Rep.

CROSSLEY, INC. REPORTS

WNEW first as local station!
WABC first as chain station!

—From Variety, June 22, 1938

WNEW

NEW YORK

ON THE AIR 24 HRS. A DAY

Serving New York City and its environs
. . . the entire Metropolitan Trading Area

●

1250 KILOCYCLES

2500 WATTS BY DAY · 1000 WATTS BY NIGHT · STUDIOS—501 MADISON AVENUE, NEW YORK CITY

Spend
yours with one station

WHERE WEALTH IS CREATED . . .

WHAM Primary Area Creates More Wealth Than Each of 40 States

More than 4% of this country's created wealth* is produced in the *primary coverage* area of WHAM . . . almost as much as is produced in the entire state of California . . . *more than in any one of 40 of these United States.*

That's manufactured wealth alone . . . figures that do not include the wealth which grows from the rich soils of this territory. Here diversified year 'round industrial activity and profitable farming combine to produce year 'round prosperity.

WHAM, alone, is the only station that can give you dependable single station coverage of this entire area, day or night. And WHAM is the station to which the prosperous folk here prefer to listen.

WHAM . . . The Stromberg-Carlson Station . . . Rochester, N. Y.

National Representative . . . . . . George P. Hollingbery Company

New York Chicago

50,000 Watts . . . . Clear Channel
1150 Kilocycles . . . . . Full Time
Basic NBC Blue Network Privileged to
Broadcast Red Network Programs

WHAM
ROCHESTER N.Y.
"The Stromberg-Carlson Station"

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* From survey published in Printers' Ink Monthly, Dec. 1937, based on value of manufactured goods F.O.B. factory minus cost of raw materials, fuel and purchased energy.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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(Data corrected to January 1, 1939)

NEW YORK—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
NEW YORK CITY .. (Continued)	WEVD	1300–ST[2]	1,000	Debs Memorial Radio Fund 117 W. 46th St. Bryant 9-2360	......	Jewish Daily Forward Henry Greenfield Henry Greenfield	George Field Henry Greenfield Charles W. Brown	....
	WHN	1010	5,000–LS 1,000–N	Marcus Loew Booking Agency 1540 Broadway Bryant 9-7800	Yankee Colonial NBC	Loew's, Inc. Louis K. Sidney Herbert L. Pettey	Fred Raphael A. L. Simon Gordon Windham	Petry
	WINS	1180 L-KEX-KOB	1,000	Hearst Radio, Inc. 114 E. 58th St. Eldorado 5-6100	......	Hearst Radio, Inc. Carl Calman A. Schillin	.... George Q. Herrick	International
	WJZ	760	50,000	National Broadcasting Co., Inc. 30 Rockefeller Plaza Circle 7-8300	NBC-Blue	NBC—Lenox R. Lohr .... M. M. Boyd	John F. Royal E. P. H. James O. B. Hanson	NBC
	WMCA	570	1,000	Knickerbocker Broadcasting Co., Inc. 1657 Broadway Circle 6-2200	Intercity	Donald Flamm Donald Flamm Bertram Lebhar, Jr.	Alfred Hall Al Rose Frank Marx	Transamerican (Chicago)
	WNEW	1250 ST-WHBI	2,500–LS 1,000–N	Wodaam Corp. 501 Madison Ave. Plaza 3-3300	......	Arde Bulova Richard E. O'Dea Bernice Judis Herman Bess Walter Duncan	Program Board M. DeWitt Rae, Jr. Max J. Weiner	Rambeau
	*WNYC	810	1,000–D	City of New York Municipal Bldg. Worth 2-5600	......	Municipality M. S. Novik	Seymour N. Siegel .... Isaac Brimberg	....
	WOR (Newark)	710	50,000	Bamberger Broadcasting Service, Inc. 1440 Broadway Pennsylvania 6-8383	MBS	Alfred J. McCosker Theodore C. Streibert Frank Braucher, V.P. Eugene Thomas, Sales Mgr.	Julius F. Seebach Joseph Creamer J. R. Poppele	E. S. Townsend (San Francisco) Harold Higgins (Chicago) Paul A. Bellaire (Boston)
	WOV	1130–SH	1,000	International Broadcasting Corp. 132 W. 43rd St. Bryant 9-6080	......	Arde Bulova Hyla Kiczales Ralph Nardella	John Schramm Adrian J. Flanter Robert E. Study	....
	WQXR	1550	1,000	Interstate Broadcasting Co., Inc. 730 Fifth Ave. Columbus 5-6366	......	John V. L. Hogan Elliott M. Sanger Robert M. Scholle	Elliott M. Sanger Charles H. Smith Russell D. Valentine	McGillvra
	WWRL (Woodside)	1500–ST[3]	250–LS 100–N	Long Island Broadcasting Corp. 41-30 58th St. Newton 9-3300	......	William H. Reuman William H. Reuman Frank R. Clarke	Lou Cole Walter H. Maier Percy Meade	....
OLEAN..............	WHDL	1400	250–D	WHDL, Inc. Exchange National Bank Bldg. 3300	......	E. B. Fitzpatrick Thomas L. Brown Everett Thompson	Joseph M. Cleary Frederick G. Meyer, Jr. Warren E. McDowell	McKinney
PLATTSBURG.......	WMFF	1310	250–LS 100–N	Plattsburg Broadcasting Corp. Hotel Cumberland 802	NBC-Blue	Edward H. Bragg George F. Bissell Ray H. Cameron	Carl W. Mattison Lyle Bosley John Nazak	Hollingbery
ROCHESTER........	WHAM	1150	50,000	Stromberg-Carlson Tel. Mfg. Co. 111 East Ave. Stone 1862	NBC-Blue WTS	Edward A. Hanover William Fay J. W. Kennedy, Jr.	Charles W. Siverson Arthur Kelly John J. Long, Jr.	Hollingbery
	WHEC	1430	1,000–LS 500–N	WHEC, Inc. 40 Franklin St. Stone 1320	CBS	Frank E. Gannett Clarence Wheeler Gunnar Wiig LeMoine C. Wheeler	Ken Sparnon .... Maurice H. Clarke	Raymer
	WSAY	1210	250–LS 100–N	Brown Radio Service Taylor Bldg. Stone 702	......	Gordon P. Brown Gordon P. Brown Mortimer A. Nusbaum	Robert Webster Harland Evans Gordon P. Brown	....
SARANAC LAKE.....	WNBZ	1290	100–D	Upstate Broadcasting Corp. 70 Broadway 824	......	Carl F. Woese Ray English Ray English	Edward Burgein Ray English John Dowdell	Hollingbery
SCHENECTADY.....	WGY	790	50,000	General Electric Co. 1 River Rd. 3-2121	NBC-Red	General Electric—NBC Kolin Hager	A. O. Coggeshall Alexander MacDonald W. J. Purcell	NBC
SYRACUSE..........	WFBL	1360	5,000–LS 1,000–N	Onondaga Radio Bcstg. Corp. Onondaga Hotel 2-1147	CBS WTS	Samuel H. Cook Samuel Woodworth Charles F. Phillips	George M. Perkins Robert G. Soule Alfred R. Marcy	Free & Peters
	WSYR- WSYU	570	1,000	Central New York Bcstg. Corp. Syracuse Bldg. 3-7111	NBC-Blue	Harry C. Wilder Harry C. Wilder Phil Hoffman	Lansing Lindquist Nick Stemmler Ormand Belle Isle	Raymer
TROY...............	WHAZ	1300–ST[2]	1,000	Rensselaer Polytechnic Institute 110 Eighth St. Troy 6810	......	William O. Hotchkiss W. J. Williams M. L. Bounds	A. Olin Niles W. C. Stoker H. D. Harris	....
	WTRY (Construction permit; starts about April 1, 1939)	950	1,000–D	Troy Broadcasting Co., Inc. Proctor Bldg.	......	Harry C. Wilder Fred R. Ripley Ed. Robinson	Al Parker .... W. F. Moore	Raymer
UTICA..............	WIBX	1200	250–LS 100–N	WIBX, Inc. 187 Genesee St. 2-2101	CBS	Scott Howe Bowen .... A. W. Triggs	Elliott Stewart .... David Foote	Blair
WHITE PLAINS.....	WFAS	1210–ST[4]	100	Westchester Broadcasting Corp. Roger Smith Hotel 8353	......	Frank A. Seitz Frank A. Seitz	Selma Seitz .... Harry C. Laubenstein	Cox & Tanz

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[1] WARD, WBBC, WLTH and WVFW share time on 1400 kc.
[2] WBBR, WEVD and WHAZ share time on 1300 kc.
[3] WCNW and WWRL share time on 1500 kc.
[4] WGBB, WFAS, WGNY and WBRB, Red Bank, N. J., share time on 1210 kc.

THE WHOLE STORY:

WHEC

ROCHESTER

HAS THE LISTENERS!

Representatives: Paul H. Raymer Co.; New York, Chicago, Detroit, San Francisco

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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(Data corrected to January 1, 1939)

NORTH CAROLINA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ASHEVILLE	WWNC	570	1,000	Asheville Citizen-Times Co. Box 1250 6240	NBC (CBS–June 1)	Charles A. Webb Don S. Elias John E. Thayer	Ezra McIntosh .... C. B. Hoskins	Branham
CHARLOTTE	WBT	1080	50,000	Columbia Bcstg. System Inc. Wilder Bldg. 3-7107	CBS	CBS—Lincoln Dellar Lincoln Dellar Royal E. Penny	Charles H. Crutchfield .... J. J. Beloungy	Radio Sales
	WSOC	1210	250–LS 100–N	Radio Station WSOC Inc. Mecklenburg Hotel 7139	NBC	E. J. Gluck E. J. Gluck W. C. Irwin	Charles G. Hicks Paul W. Norris L. L. Caudle	Sears & Ayer
DURHAM	WDNC	1500	100 CP-250-LS	Durham Radio Corp. Washington Duke Hotel J-1001	CBS	C. C. Council J. Frank Jarman, Jr. C. J. Woodhouse	George T. Case J. Frank Jarman Raymond Dalton	Katz
FAYETTEVILLE	WFNC (Construction permit)	1340	250–D	Cumberland Broadcasting Co. Fayetteville	......	W. C. Ewing Harry Layman	....	....
GASTONIA	WGNC (Construction permit)	1420	250–LS 100–N	F. C. Todd Gastonia	......	F. C. Todd	....	....
GREENSBORO	WBIG	1440	1,000	North Carolina Bcstg. Co. Inc. O. Henry Hotel 6125	CBS WTS	Edney Ridge Edney Ridge Edney Ridge	Bob Armstrong Edney Ridge Earl Allison	Hollingbery
HIGH POINT	WMFR	1200	100	Radio Station WMFR Inc. 156½ S. Main St. 4593	......	Wayne M. Nelson E. Z. Jones Gary Davis	E. Z. Jones Gary Davis E. J. Day	....
KINSTON	WFTC	1200	250–LS 100–N	Jonas Weiland East King St. 1200	......	Jonas Weiland Jonas Weiland Robert Wasdon	Frank Harden Jimmie Barber Jack Siegel	Burn-Smith
RALEIGH	WPTF	680	5,000	WPTF Radio Co. 324 Fayetteville St. 3007	NBC	J. R. Weatherspoon Richard H. Mason John H. Field, Jr.	Graham B. Poyner .... Henry Hulick, Jr.	Free & Peters
	WRAL (Construction permit)	1210	250–LS 100–N	Capitol Broadcasting Co. Inc. Raleigh	......	Earl O. Marshburn George T. Case George T. Case	George T. Case	....
ROCKY MOUNT	WEED	1420	250–LS 100–N	William Avera Wynne Rocky Mount 1420	......	William Avera Wynne William Avera Wynne B. W. Frank	Jack M. Braxton Thomas Snowden I. G. Murphrey	....
SALISBURY	WSTP	1500	250–LS 100–N	Piedmont Broadcasting Corp. Salisbury	......	B. P. Beard John W. Shultz John W. Shultz	James McLendon .... James R. Yost	Bryant-Griffith
WILMINGTON	WMFD	1370	100–D	Richard Austin Dunlea Hotel Wilmington 3	......	Richard Austin Dunlea Richard Austin Dunlea Richard Austin Dunlea	Harry Williamson Lee .... Raymond Alonzo Plank	Burn-Smith
WILSON	WGTM	1310	100–D	WGTM Inc. 115 W. Nash St. 2188	......	H. W. Wilson H. W. Wilson Allen Wannamaker	Billie Steadman H. W. Wilson Ben Farmer	Bryant-Griffith
WINSTON-SALEM	WAIR	1250	250–D	C. G. Hill, G. D. & S. H. Walker Robert E. Lee Hotel 2-1133	......	Partnership George D. Walker C. G. Hill	Charles Keaton George D. Walker Earl F. Downey	Sears & Ayer
	WSJS	1310	100	Piedmont Publishing Co. 416 N. Marshall St. 4141	CBS	Gordon Gray N. L. O'Neil N. L. O'Neil	John Miller .... Phil Hedrick	Kelly-Smith

NORTH DAKOTA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
BISMARCK	KFYR	550	5,000–LS 1,000–N	Meyer Broadcasting Co. 320 Broadway 19	NBC Dakota	P. J. Meyer F. E. Fitzsimonds F. E. Fitzsimonds	R. E. Burris Wayne Griffin Ivar Nelson	Furgason
DEVILS LAKE	KDLR	1210	250–LS 100–N	KDLR Inc. 1025 Third St. 1090	Dakota	Bert Wick Bert Wick Bert Wick	Hildur Marie Wick Al Arnold Richard Moritz	Cox & Tanz
FARGO	WDAY	940	5,000–LS 1,000–N	WDAY Inc. Black Bldg. 6800	NBC Dakota	E. C. Reineke E. C. Reineke Barney Lavin	Ken Kennedy David B. Henley Julius Hetland	Free & Peters
GRAND FORKS	KFJM	1410	1,000–LS 500–N	University of North Dakota First National Bank Bldg. 1200	......	U. of North Dakota Dalton Le Masurier Elmer Hanson	Helen LaVelle .... Edwin O'Brien	McGillvra
JAMESTOWN	KRMC	1370	250–LS 100–N	Roberts-McNab-Breitbach Co. Gladstone Hotel 100	Dakota	A. J. Breitbach Harry Evans Harry Evans	Claudia La Nore Harry Evans Loyd Amoo	....
MANDAN	KGCU	1240	250	Mandan Radio Ass'n. Inc. Mandan 566	......	J. K. Kennelly	....	....
MINOT	KLPM	1360	1,000–LS 500–N	John B. Cooley 118-A South Main 1267	......	John B. Cooley Richard J. Schmidt E. H. Cooley	Kathryn McGrath Leslie Maupin C. W. Baker	Sears & Ayer Transamerican
VALLEY CITY	KOVC	1500	250–LS 100–N	KOVC Inc. Rudolf Hotel 408	Dakota	Milton Holiday Dalton La Masurier William Wallace	Robert E. Ingstad .... Bey Greene	....

WHAT'LL I WEAR THIS EVENING, LUIGI?

Red River Valley hayseeds, of course, aren't always busy making dough; they also find time to spend a little. During their spare time, they manage to buy 46.8% of all automotive goods, 43.6% of all drug products and 42.3% of all food sold in North Dakota, S. Dakota and Minnesota, combined [excepting only the counties containing Minneapolis and St. Paul]. Station WDAY brings you 1,509,107 Red River Valley listeners in one big audience, at one low cost! . . . Write today for our newly-revised data book. It proves why so many advertisers are finding WDAY the most productive station in the Northwest.

WHAT IS THIS "RED RIVER VALLEY"?

Flowing northward from near the headwaters of the Mississippi, the Red River forms the western boundary of Minnesota, and the eastern boundary of North Dakota . . . Famed as one of the richest sections of the Nation, the Valley of this River, according to the Encyclopedia Britannica, "was once the bed of a great glacial lake. Its floor is covered by the rich, silty lake deposits, coloured black by decayed vegetation, which makes it one of the most fertile tracts of the continent. Being free from rocks, trees and hills, its wide areas were quickly brought under cultivation by the pioneer, and the valley has continued to be one of the most famous grain-producing regions of the United States."

But the Britannica fails to add that grain accounts for only 30% of the Valley's farm income (1936)—and that hogs, lambs, dairy products, beef cattle and *other crops* account for the other 70%!

At the center of this Valley lies Fargo's WDAY—the *only* chain station in the district—the one chain station that can reach *all* the Valley, *all* the time. . . the *only* station you need know in *all* the miles between Minneapolis and the Pacific!

WDAY, INC.

N. B. C.

FARGO, N. D.

Affiliated with the Fargo Forum

FREE and
PETERS, INC.
NATIONAL
REPRESENTATIVES

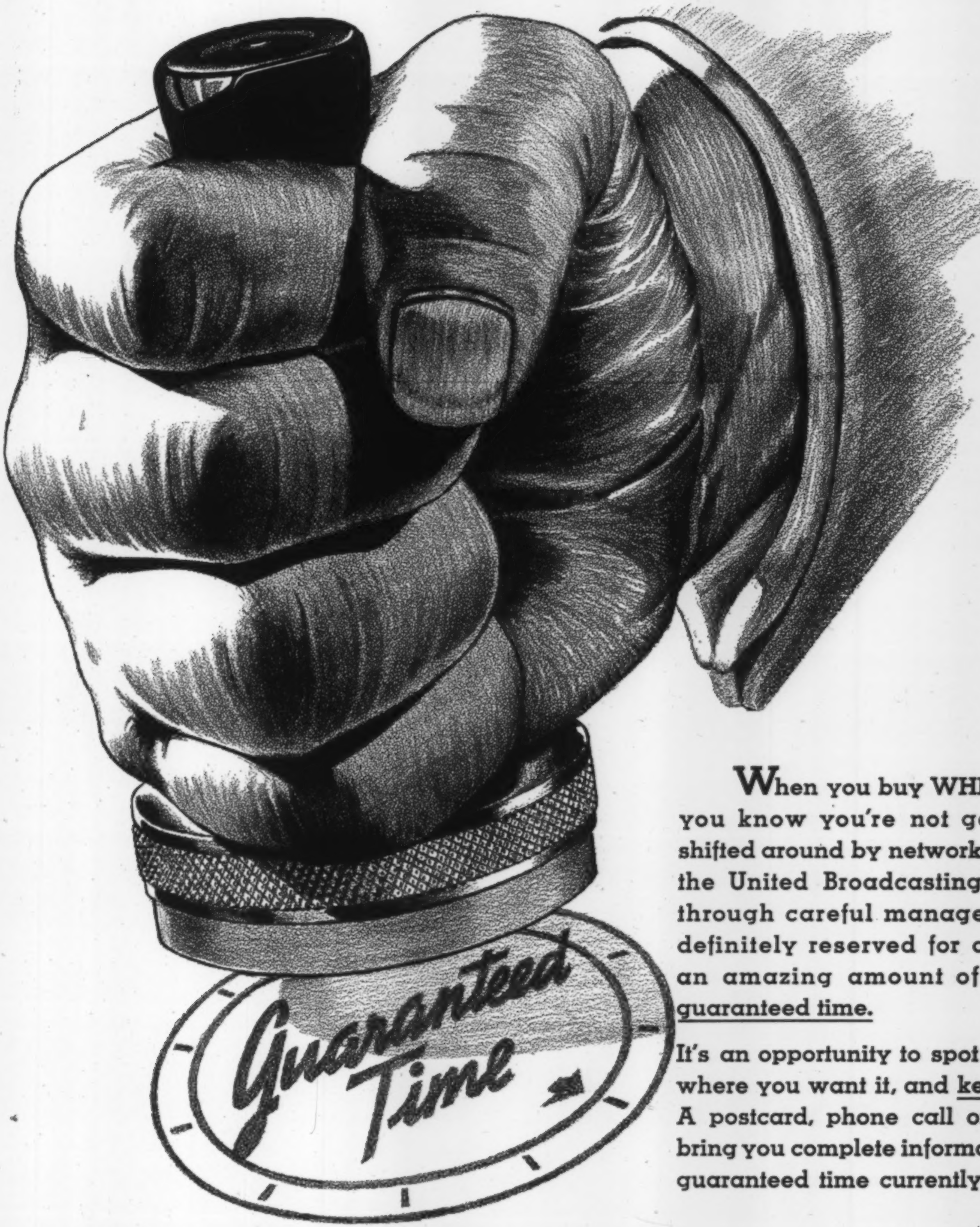
940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station.* *D—Day.* *N—Night.* *ST—Shares Time.* *STN—Shares Time Night.* *SH—Specified Hours.* *SHN—Specified Hours Night.*
LS—Local Sunset. *L—Limited Time with Dominant Station.* *SA—Special Authorization.* *U—Unlimited.* *CP—Construction Permit Issued.*
(Data corrected to January 1, 1939)

OHIO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
AKRON	WADC	1320	5,000–LS 1,000–N	Allen T. Simmons Akron Hemlock 5151	CBS	Allen T. Simmons Allen T. Simmons Edwin A. Marchal	Harold L. Hageman Robert B. Wilson John Aitkenhead, Jr.	Hollingbery
	WJW	1210	250–LS 100–N	WJW, Inc. 41 S. High St. Jefferson 6111	MBS	John F. Weimer S. W. Townsend Edythe Fern Melrose	Gene LaValle .... Gerald G. Roberts	....
ASHTABULA	WICA	940	250–D	WICA, Inc. 221 Center St. 1211	......	C. A. Rowley R. B. Rowley R. C. Marvin	Walter Walrath T. S. Sigman G. E. Gautney	....
CANTON	WHBC	1200	100 CP–250–LS	The Ohio Broadcasting Co. 319 Tuscarawas St. W. 5385	......	L. H. Brush Paul F. Morgan Ralph H. Bruce	Truesdale Mayers .... Kenneth Sliker	....
CINCINNATI	WCKY (Covington, Ky.)	1490	10,000 CP–50,000	L. B. Wilson, Inc. Gibson Hotel Hemlock 7655	NBC WTS	L. B. Wilson L. B. Wilson Lloyd G. Venard	Mendel Jones Thomas Mitchell Charles H. Topmiller	Free & Peters
	WCPO	1200	250–LS 100–N	Scripps-Howard Radio, Inc. Keith Bldg. Main 3314	......	Jack R. Howard Mortimer C. Watters John P. Smith	John Brakebill Harold Walker Glen A. Davis	Weed
	WKRC	550	5,000–LS 1,000–N	Columbia Broadcasting System, Inc. Hotel Alms Woodburn 0550	CBS	CBS—Wm. A. Schudt, Jr. Wm. A. Schudt, Jr. Wm. J. Williamson	Ruth Lyons Richard A. Ruppert John Tiffany	Radio Sales
	WLW	700	50,000 SA–500,000	Crosley Corp. 1329 Arlington St. Kirby 4800	NBC MBS	Powell Crosley, Jr. James D. Shouse Robert E. Dunville	Owen Vinson Wilfred Guenther R. J. Rockwell	Transamerican
	WSAI	1330	5,000–LS 1,000–N	Crosley Corp. 1329 Arlington St. Kirby 4800	NBC MBS	Powell Crosley, Jr. Dewey H. Long Dewey H. Long	Harry Schuler John Conrad R. J. Rockwell	International
CLEVELAND	WCLE	610	500–D	Cleveland Radio Broadcasting Corp. 1311 Terminal Tower Prospect 5800	MBS	H. K. Carpenter H. K. Carpenter K. K. Hackathorn	Russell W. Richmond J. P. Garvey Edward L. Gove	Radio Advertising
	WGAR	1450	5,000–LS 1,000–N	The WGAR Broadcasting Co. Hotel Statler Prospect 0200	CBS	George A. Richards John F. Patt Eugene Carr	Worth Cramer Ellis Vander Pyl R. Morris Pierce	Petry
	WHK	1390	2,500–LS 1,000–N	Radio Air Service Corp. 1311 Terminal Tower Prospect 5800	NBC-Blue MBS WTS	H. K. Carpenter H. K. Carpenter K. K. Hackathorn	Russell W. Richmond J. P. Garvey Edward L. Gove	Radio Advertisin
	WTAM	1070	50,000	National Broadcasting Co., Inc. 815 Superior Ave., N. E. Cherry 0942	NBC-Red	NBC—Vernon H. Pribble Vernon H. Pribble Howard A. Barton	Hal A. Metzger Howard A. Barton S. E. Leonard	NBC
COLUMBUS	WBNS	1430	5,000–LS 1,000–N	WBNS, Inc. 33 N. High St. Adams 9265	CBS	Robert Wolfe Richard A. Borel W. I. Orr	Jack Price Jim Yerian Lester Nafzger	Blair
	WCOL	1210	100	WCOL, Inc. 33 N. High St. Main 4581	NBC	Kenneth B. Johnston Kenneth B. Johnston Neal A. Smith	Wallace Beavers Edward Bronson J. E. Lowe	....
	WHKC	640 L-KFI	500	Associated Broadcasting Corp. 22 E. Gay St. Adams 1101	MBS WTS	John S. McCarrens Carl M. Everson Harry H. Hoessly	Robert S. French Harry H. Hoessly J. E. Anderson	Radio Advertising
	*WOSU	570 SH-WKBN	1,000–LS 750–N	Ohio State University Columbus University 3148	......	Wm. McPherson R. C. Higgy	Dr. B. B. Williams .... A. H. Hammerschmidt	....
DAYTON	WHIO	1260	5,000–LS 1,000–N	Miami Valley Bcstg. Corp. 45 So. Ludlow St. Adams 2261	CBS WTS	James M. Cox, Jr. J. Leonard Reinsch D. A. Brown	Lester Spencer Hal Bennett Ernest L. Adams	Hollingbery
	WSMK	1380	200 CP–500–LS CP–250–N	WSMK, Inc. Loew's Theatre Bldg. Adams 3288	......	Stanley M. Krohn, Jr. Stanley M. Krohn, Jr. Chester Hinkle	Helene Blue Sidney Ten Eyck Paul Braden	....
LIMA	WBLY	1210	100–D	Fort Industry Co. 1424 Rice Ave. High 5321	......	George Storer Clifford Ioset	Frederic Shaffmaster .... S. L. Gladfelter	....
PORTSMOUTH	WPAY	1370	100	Vee Bee Corp. 1009 Gallia St. 1010	......	M. F. Rubin Marie W. Vandegrift Marie W. Vandegrift	Orville Fields .... M. M. Myers	Cox & Tanz
TOLEDO	WSPD	1340	5,000–LS 1,000–N	Fort Industry Corp. Commodore Perry Hotel Adams 3175	NBC-Blue	George B. Storer J. H. Ryan Edward Y. Flanigan	Russell A. Gohring Merrill N. Pheatt William Stringfellow	Blair
	WTOL	1200	100–D	Community Broadcasting Co. Bell Bldg. Adams 3291	......	Frazier Reams Michael E. Kent Michael E. Kent	.... Frank Ridgeway	....
YOUNGSTOWN	WFMJ (Construction permit)	1420	100–D	William F. Maag, Jr. 101 W. Boardman St.	......	William F. Maag, Jr.	....	....
	WKBN	570 SH-WOSU	500	WKBN Broadcasting Corp. 17 N. Champion St. 4-2122	CBS	W. P. Williamson, Jr. J. L. Bowden E. E. Evans	G. Davidson W. P. Williamson, Jr. B. T. Wilkens	....
ZANESVILLE	WALR	1210	100	WALR Broadcasting Corp. 17 So. Fourth St. 5044	....	Frazier Reams Ronald B. Woodyard Ronald B. Woodyard	King Whyte .... William Hunt	Weed



When you buy WHK or WCLE, you know you're not going to be shifted around by network shows. For the United Broadcasting Company through careful management, has definitely reserved for advertisers an amazing amount of desirable guaranteed time.

It's an opportunity to spot your show where you want it, and keep it there. A postcard, phone call or wire will bring you complete information on the guaranteed time currently available.

WHK & WCLE *Cleveland*

THE UNITED BROADCASTING COMPANY

Also Operating WHKC—Columbus, Ohio

NATIONAL REPRESENTATIVES: RADIO ADVERTISING CORPORATION

We sell 5000 watts

—and elbow grease!

CINCINNATI has a lot of radio stations—some of them with lots of power. And all four of the bigger stations are network stations. Which ought to make things complicated for a time buyer. But they're not.

In April of 1938, Crossley, Inc. conducted the largest coincidental study ever made in Cincinnati. It demonstrated that WKRC was an unquestioned first in listener popularity among all of the local network stations. And, since then, other surveys have confirmed the fact.

It isn't just the 5000 watts. It isn't just the 550 kilocycles. It isn't just the complete Columbia programming. It's all of those things... *plus elbow grease!*

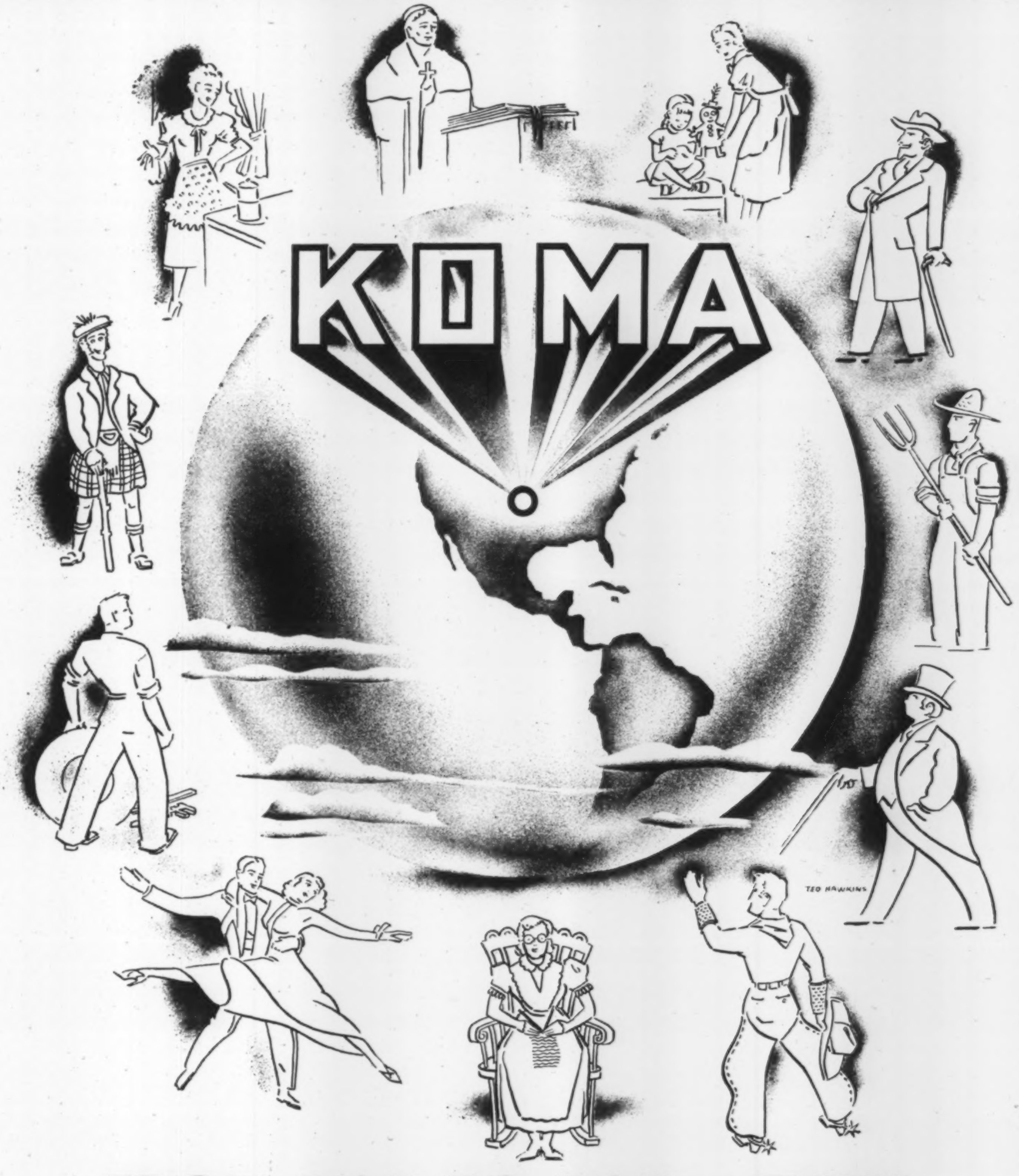
WKRC produces shows that catch the flavor of Cincinnati. And the interest. And the enthusiasm. WKRC "special events" is one of the livest outfits in radio. And Cincinnati listeners make it a habit to tune WKRC when they want to know what's doing in Cincinnati.

We always reserve a couple of cans of elbow grease for our dealers, too. Every important dealer in Cincinnati is contacted by WKRC all of the time—on behalf of our sponsors. The result is that your customers are our friends. Day and night, WKRC advertising rings the bell all down the line... wholesaler, retailer, consumer.

You ought to sample some of our very special brand of elbow grease.

WKRC ★ COLUMBIA'S STATION FOR CINCINNATI

550 Kilocycles. Owned and operated by Columbia Broadcasting System · Represented by Radio Sales: New York · Chicago · Detroit · Milwaukee · Charlotte, N.C. · Los Angeles · San Francisco



FROM DAY TO DAY — THEY ALL LOOK TO KOMA . . . .

ATOP THE
BILTMORE
OKLAHOMA CITY

THE SEAL OF SUPREMACY
NATIONAL REPRESENTATION BY
INTERNATIONAL RADIO SALES
NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO

5,000 WATTS
DAY and NIGHT
1480 KC.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night.*
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(Data corrected to January 1, 1939)

OKLAHOMA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ADA	KADA	1200	100	C. C. Morris 115½ S. Rennie 1212	MBS Oklahoma	C. C. Morris John M. Whitney John M. Whitney	Russell V. Miller Leiland Seay Leiland Seay	....
ARDMORE	KVSO	1210	250–LS 100–N	Ardmoreite Pub. Co. Chickosaw & N.W. Blvd. 3030	MBS Oklahoma	John F. Easley Albert Riesen Jas. Griffith	Paul Duncan Jas. Griffith Paul Ross	McGillvra
ELK CITY	KASA	1210	100	E. M. Woody Casa Grande Hotel 730	......	E. M. Woody F. E. Mayhew F. E. Mayhew	John Carman F. E. Mayhew G. M. Patterson	....
ENID	KCRC	1360	250	Enid Radiophone Co. Willow & Kennedy 447	MBS Oklahoma	M. C. Garber Milton B. Garber Milton B. Garber	Ralph Rogers Ralph Rogers A. B. Clopton	McGillvra
MUSKOGEE	KBIX	1500	100	Oklahoma Publishing Co. Barnes Bldg. 303	MBS Oklahoma	Okla. Press Pub. Co. Tams Bixby, Jr. Frank Rough	Joe B. Matthews .... Lester Harlow	Branham
NORMAN	*WNAD	1010 SHN-KGGF	1,000	University of Oklahoma Faculty Exchange 900, Station 124	......	U. of Oklahoma Homer R. Heck	Harold H. Leake .... Clyde Farrar	....
OKLAHOMA CITY	KOCY	1310	250–LS 100–N	Plaza Court Bcstg. Co. Plaza Court 3-4333	......	John D. Thomas M. H. Bonebrake Sammie Jones	Marvin Krause Louis Hartman George W. Brock	....
	KOMA	1480	5,000	Hearst Radio Inc. Biltmore Hotel 2-3291	CBS WTS	Hearst Radio Inc. Waymond Ramsey Waymond Ramsey	Waymond Ramsey .... M. W. Thomas	International
	KTOK	1370	100	Oklahoma Bcstg. Co. Inc. 1800 West Main 3-8352	NBC-Blue MBS Oklahoma	Harold V. Hough Kenyon M. Douglas Tom Johnson	Paul Hughes Paul Buenning Bernard Tullius	McGillvra
	WKY	900	5,000–LS 1,000–N	WKY Radiophone Co. Skirvin Tower Hotel 3-4306	NBC-Red	E. K. Gaylord Edgar T. Bell Gayle V. Grubb Robert E. Chapman	Daryl McAllister Allan Clark Earl C. Hull	Katz
OKMULGEE	KHBG	1210	100–D	Okmulgee Broadcasting Corp. Parkinson Hotel 3646	......	Harry B. Greaves T. R. Putnam T. R. Putnam	D. W. Hoisington Lloyd A. Goodin A. F. Schultz	....
PONCA CITY	WBBZ	1200	250–LS 100–N	C. L. Carrell Estate 615 W. Grand Ave. 2300	Oklahoma	Adelaide L. Carrell Adelaide L. Carrell Adelaide L. Carrell	W. L. Stevenson Ted Compton Wheeler Frye	McGillvra
SHAWNEE	KGFF	1420	250–LS 100–N	KGFF Broadcasting Co. Inc. Aldridge Hotel 4390	MBS Oklahoma	Oscar Stauffer Joseph W. Lee Joseph W. Lee	Frank Jackson Richard Peters John Molloy	McGillvra
TULSA	KOME	1310	250–D	Harry Schwartz 910 S. Boston Ave. 3-4121	MBS Oklahoma	Harry Schwartz Glenn Condon Harold Grimes	Bob Latting Fred Schwartz James F. Manship	McGillvra
	KTUL	1400	5,000–LS 1,000–N	Tulsa Broadcasting Co. Inc. National Bank Bldg. 4-8188	CBS	J. T. Griffin William C. Gillespie Lawson Taylor	Vic Hugh John Esau Nathan Wilcox	Free & Peters
	KVOO	1140 STN-WAPI SA-U	25,000	Southwestern Sales Corp. Philtower Bldg. 2-2254	NBC-Red	Wm. G. Skelly Wm. B. Way Willard D. Egolf	Norvell Slater F. M. Hart L. Watt Stinson	Petry

OREGON

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ASTORIA	KAST	1200	250–LS 100–N	Astoria Bcstg. Co. Inc Hotel Astoria 95	......	M. R. Chessman James C. Wallace Frank E. Marrion	Sylvia L. Chandler James C. Wallace Laurence King	Cox & Tanz Biddick
BAKER	KBKR (Construction permit)	1500	250–LS 100–N	Louis P. Thornton Baker	......	Louis P. Thornton	....	....
BEND	KBND	1310	250–LS 100–N	Bend Bulletin Inc. 1121 Wall St. 848	......	Robert W. Sawyer .... Chet Wheeler	.... Stanton Bennett	....
CORVALLIS	*KOAC	550	1,000	Oregon State Agricultural College Corvallis 526	......	Oregon State System of Higher Education Luke L. Roberts	.... Grant S. Feikert	....
EUGENE	KORE	1420	100	Eugene Broadcasting Station S. Willamette St. 3	MBS Don Lee Pacific	Frank L. Hill C. G. Phillips Glenn McCormick Glenn McCormick	Day Foster .... Harold Gander	Blair
KLAMATH FALLS	KFJI	1210	100	KFJI Broadcasters 213 Main St. 2125	......	J. A. Kincaid Geo. Kincaid Harry Runyon	Jack Keating Harry Runyon Joe Carroll	....
LA GRANDE	KLBM	1420	250–LS 100–N	Harold M. & Mrs. Eloise Finley 1402 Adams St. 220	......	Harold M. Finlay Harold M. Finlay Harold M. Finlay	.... Charles Breeding	....
MARSHFIELD	KOOS	1200	250–LS 100–N	KOOS Inc. Marshfield 432	MBS Don Lee Pacific	Sheldon F. Sackett J. B. Toles Ben E. Stone	Roger Spaugh Chester Wheeler J. B. Toles	Blair
MEDFORD	KMED	1410	250	Virgin's Broadcasting Station Sparta Bldg. 305	NBC	Mrs. W. J. Virgin Mrs. W. J. Virgin L. P. Bishop	Ray Scott A. A. Adler D. H. Rees	Free & Peters
PORTLAND	KALE	1300	1,000	KALE Inc. New Heathman Hotel Atwater 7209	Don Lee MBS Pacific WTS	C. Roy Hunt Ted Kooreman Ted Kooreman	Milton Swartwood Charles E. Couche L. S. Bookwalter	Free & Peters
	KOIN	940	5,000–LS 1,000–N	KOIN Inc. Broadway & Salmon Atwater 3333	CBS WTS	C. W. Myers C. Roy Hunt C. Roy Hunt	Johnnie Walker H. M. Swartgood, Jr. Chas. E. Couche L. S. Bookwalter	Free & Peters

STEADFAST!

Since its establishment in 1925 . . .

PERMANENCE and SOUNDNESS of POLICIES
have contributed largely to the
prestige and audience that make

KOIN FIRST CHOICE IN PORTLAND

●

POLICIES . . . established in 1925 and still in effect . . .

- **KOIN has never** broadcast a phonograph record
- **KOIN has never** offered quantity discounts
- **KOIN has never** deviated from its rate card
- **KOIN has never** broadcast liquor advertising

POLICIES . . . established later and now in effect . . .

- **KOIN does not** accept spot medical or dental advertising
- **KOIN does not** accept advertising of any alcoholic beverages
- **KOIN does not** accept "small loan" advertising
- **KOIN does not** broadcast objectionable or misleading continuities

. . . but KOIN DOES

. . . augment Columbia's splendid programs with fine local productions.

. . . present complete all day news service by direct INS and United Press wires.

. . . carry on continual public relations activities by which over 50,000 people have been reached in person.

. . . . . enjoy the respect and confidence of the predominant radio audience in the Portland area!

KOIN

THE JOURNAL
National Representatives
FREE & PETERS   WORLD BROADCASTING SYSTEM

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night.*
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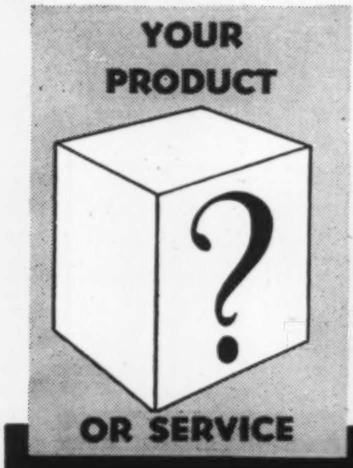
(Data corrected to January 1, 1939)

OREGON–(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
PORTLAND (Continued)	*KBPS	1420 ST-KXL	100	Benson Polytechnic School N.E. 12th Ave. & Hoyt St. East 8131	......	R. T. Stephens, Agt. W. D. Allingham	.... Fred E. Miller	....
	KEX	1180 STN-KOB SA-U	5,000	Oregonian Publishing Co. Sixth & Alder Sts. Atwater 2121	NBC-Blue Northwest Triangle	NBC—O. L. Price C. O. Chatterton W. Carey Jennings	Barney Miller H. Q. Cox Harold C. Singleton	Petry
	KGW	620	5,000–LS 1,000–N	Oregonian Publishing Co. Sixth & Alder Sts. Atwater 2121	NBC-Red Northwest Triangle	O. L. Price C. O. Chatterton W. Carey Jennings	Barney Miller H. Q. Cox Harold C. Singleton	Petry
	KWJJ	1040-SA	500	KWJJ Broadcast Co. Inc. 622 S. W. Salmon St. Atwater 4393	......	W. J. Jerman John C. Egan Leon D. Henderson	Gerald E. Speerstra Sammy Taylor Wilbur Jerman	....
	KXL	1420 ST-KBPS	250–LS 100–N	KXL Broadcasters KXL Bldg. Broadway 6451	......	T. W. Symons, Jr. T. W. Symons, Jr. T. W. Symons, Jr.	Ruth Mangold Ruth Mangold Ralph Mifflin	Furgason
ROSEBURG	KRNR	1500	250–LS 100–N	News Review Publishing Co. Umpqua Hotel Bldg. 4	Don Lee MBS	Frank Jenkins Justin B. Toles Marshall Pengra	Justin B. Toles Marshall Pengra Justin B. Toles	Blair
SALEM	KSLM	1370 CP-1360	100 CP-500	Oregon Radio Inc. 343 Court St. 6131	Don Lee MBS	H. B. Read Thomas Hoxie Thomas Hoxie	.... Clyde Wiegand	Blair

PENNSYLVANIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ALLENTOWN	WSAN WCBA	1440	500	B. Bryan Musselman 39 N. Tenth St. 9511	NBC Quaker	J. C. Shumberger, Sr. B. Bryan Musselman B. Bryan Musselman	George Y. Snyder .... W. A. McCutcheon	Furgason
ALTOONA	WFBG	1310 ST-WJAC	100	Gable Broadcasting Co. 1320 Eleventh Ave. 6467	Quaker	George P. Gable Roy Thompson Roy Thompson	.... Roy Thompson James E. Moffatt	Cox & Tanz
EASTON	WEST	1200	250–LS 100–N	Associated Broadcasters, Inc. 516 Northampton St. Easton 8001	Quaker	Clair R. McCollough Elwood Anderson Elwood Anderson	Wilbert Markle Richard West J. E. Mathiot	Raymer
ERIE	WLEU	1420	250–LS 100–N	WLEU Broadcasting Corp. Commerce Bldg. 22-129	NBC-Blue Quaker	Leo J. Omelian V. Hamilton Weir V. Hamilton Weir	J. Hamilton V. Hamilton Weir Harold Roess	....
GREENSBURG	WHJB	620	250–D	Pittsburgh Radio Supply House, Inc. 128 Pennsylvania Ave. 3740	......	H. J. Brennen Roy H. Verret Robert M. Thompson	Roy H. Verret .... Walter McCoy	Furgason
GROVE CITY	*WSAJ	1310–SH	100	Grove City College Hall of Science 168-J	......	Pres. Wier C. Ketler	H. W. Harmon .... Albert Valente	....
HARRISBURG	WHP	1430	1,000–LS 500–N CP–5,000–LS CP–1,000–N	WHP, Inc. Telegraph Bldg. Harrisburg 4-3211	CBS Quaker	E. J. Stackpole, Jr. A. K. Redmond C. L. Bailey	E. K. Smith Dick Redmond R. S. Duncan	....
	WKBO	1200	250–LS 100–N	Keystone Broadcasting Corp. Penn Harris Hotel 4-0191	Quaker	A. H. Stackpole C. G. Moss George C. Smith	Clyde Moser .... Charles Myers	....
HAZLETON	WAZL	1420 STN-WILM	100	Hazleton Broadcasting Service, Inc. Hazleton National Bank Bldg. 1488	Quaker	Clair R. McCollough Victor C. Diehm Victor C. Diehm	Edward Beisel T. A. Tito J. E. Mathiot	Raymer
JOHNSTOWN	WJAC	1310 ST-WFBG	250–LS 100–N	WJAC, Inc. Tribune Annex 113	Quaker	Walter W. Krebs J. C. Tully J. C. Tully	J. P. Foster .... A. J. Reid	....
LANCASTER	WGAL	1500	250–LS 100–N	WGAL, Inc. 8 W. King St. 5252	NBC Intercity Quaker	J. E. Mathiot Walter O. Miller Walter O. Miller	Ernest Stanziola Paul Rodenhauser J. E. Mathiot	Raymer
NEW CASTLE	WKST	1250	250–D	Keystone Broadcasting Co. Cathedral Bldg. 5050	......	S. W. Townsend Arthur W. Graham Herbert S. Kirk	Arthur W. Graham Herbert S. Kirk	....
PHILADELPHIA	KYW	1020	10,000	Westinghouse Elec. & Mfg. Co. Inc. 1619 Walnut Ave. Locust 3760	NBC-Red	Westinghouse—NBC Leslie W. Joy J. S. K. Hammann	James P. Begley Lambert Beeuwkes Ernest H. Gager	NBC
	WCAU	1170	50,000	WCAU Broadcasting Co. 1622 Chestnut St. Locust 7700	CBS WTS	Leon Levy Leon Levy Robert A. Street	Stan Lee Broza .... John G. Leitch	Transamerican
	WDAS	1370	250–LS 100–N	WDAS Bcstg. Station Inc. 1211 Chestnut St. Locust 7400	......	Alexander W. Dannenbaum P. J. Stanton A. W. Dannenbaum, Jr.	Harold Davis A. W. Dannenbaum, Jr. Frank Unterberger	....
	WHAT	1310 ST-WTEL	100	Independence Bcstg. Co. Inc. Ledger Bldg. Lombard 2390	......	W. Porter Ogelsby, Jr. W. Porter Ogelsby, Jr. W. Porter Ogelsby, Jr.	Milton Laughlin .... Julius C. Geise, Jr.	....
	WIBG (Glenside)	970	100–D	Seaboard Radio Bcstg. Co. Keswick Theatre Bldg. Ogontz 4570	......	Joseph M. Nassau Joseph M. Nassau Edward D. Clery	Margaret R. Collins James A. Nassau John H. Henninger	....



You name it!

WE CAN SELL IT

IN THE RICH OREGON MARKET

Here's PROOF aplenty:

BOOKS, STATIONERY!

"That KGW-KEX are vital factors in our merchandising program is best evidenced by the fact that we have renewed our contract for the third consecutive year. Your personnel is most helpful. Your stations get results."

RICHARD G. MONTGOMERY,
Assistant Manager, The J. K. Gill Co.

FURS!

"Four years of continuous advertising on your stations prompts this letter of appreciation. I cannot praise radio too highly, and I wish to express my special thanks to KGW-KEX for their invaluable assistance."

MILTON L. GUMBERT

FLOUR!

"In the Portland Market, my sales message goes on KGW-KEX because for increased sales and for listener response, your stations produce results."

KEN FISHER, *The Fisher Flouring Mills Co.*

FLOWERS!

"Because of the love and sentiment associated with flowers we consider radio the most effective medium for our business. Through the last 13 years we have allocated 65% of our budget to radio—and 95% of that budget has gone to KGW-KEX."

TOMMY LUKE

LUMBER!

"Local interest has far exceeded our expectations; you have brought many thousands of people to our demonstration homes. May we again thank you for the value received?"

ROWELL LUMBER SERVICE

PHOTOGRAPHS!

"I have used KGW-KEX to cover the Portland Market, and in one short campaign recently, hundreds of actual sales were made from radio announcements alone. So, when I want results, I use KGW-KEX."

TED B. BRUNO, *Bruno Art Studios*

...AND OTHERS— STEADY USERS of KGW-KEX FOR MANY YEARS:

(Exclusive of Network Advertisers)

Meier & Frank Co.
Gevurtz Furniture Co.
Gill Brothers Seed Co.
Chevrolet Motor Div.
  General Motor Sales
  Corporation
American Produce Co.
Art's Radio & Elec. Co.
Ellison-White Bureau
Conrad Bruce & Co.
Coca-Cola Bottling Co.
  of Portland
Folger Coffee Co.
Hilaire's Restaurant
Crown Mills
Nicklas & Son
Montag Stove & Furnace
  Works
Olds Wortman & King
Nick's Flower Home
Pacific Outfitting Co.
Roy Burnett Motors, Inc.
Safeway Stores, Inc.
Standard Oil Co. of Cal.
U. S. Bakery
Union Pacific Stages
Union Pacific R.R. Co.
Bulova Watch Co.
Red & White Stores
Behnke-Walker
  Business College
Vancouver Fur Factory
Pinex
Dan Marx & Co.
Weisfield & Goldberg
Rexall Stores
Oh Henry Bars

☆

Represented by
Edward Petry & Co. Inc.
New York Chicago
Detroit
San Francisco
Los Angeles

☆

5000 Watts, Day—1000 Watts, Night

KGW

NBC *Red*

RADIO STATIONS OF THE
OREGONIAN
PORTLAND, OREGON

5000 Watts—Clear Channel

KEX

NBC *Blue*

PENNSYLVANIA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
PHILADELPHIA (Continued)	WFIL	560	1,000	WFIL Broadcasting Co. Widener Bldg. Rittenhouse 6900	NBC-Blue MBS Quaker	Samuel R. Rosenbaum Roger W. Clipp Murray Grabhorn	Margaret Schaefer Gerald V. Moore Frank Becker	Petry
	WIP	610	1,000	Pennsylvania Broadcasting Co. 35 S. Ninth St. Walnut 6800	Intercity	Benedict Gimbel, Jr. Benedict Gimbel, Jr. Edward A. Davies	James Allan Murray Arnold Clifford C. Harris	Radio Advertising
	WPEN	920	1,000	Wm. Penn Broadcasting Co. 22nd & Walnut Rittenhouse 4140	......	John Iraci Estate Arthur Simon Arthur Simon	Thomas B. Smith Arthur Simon Charles W. Burtis	....
	WTEL	1310 ST-WHAT	100	Foulkrod Radio Engineering Co. 3701 N. Broad St. Radcliffe 6647	......	Henry N. Cocker	....	....
PITTSBURGH	KDKA	980	50,000	Westinghouse Elec. & Mfg. Co. Inc. Grant Bldg. Grant 4200	NBC-Blue	Westinghouse—NBC S. D. Gregory W. E. Jackson	Derby Sproul W. B. McGill J. E. Baudino	NBC
	KQV	1380	1,000-LS 500-N	KQV Broadcasting Co. Chamber of Commerce Bldg. Grant 4860	......	H. J. Brennen John J. Laux Robert M. Thompson, Sr.	Joseph Villella John J. Laux Walter McCoy	Rambeau
	WCAE	1220	5,000-LS 1,000-N	WCAE Inc. Hotel William Penn Atlantic 6900	NBC-Red MBS WTS	Hearst Radio Inc. Leonard Kapner Lester Lindow	Clifton Daniel James F. Murray James Schultz	International
	WJAS	1290	5,000-LS 1,000-N	Pittsburgh Radio Supply House Chamber of Commerce Bldg. Grant 4860	CBS	H. J. Brennen .... Robert M. Thompson, Sr.	James Hughes .... Walter McCoy	Rambeau
	WWSW	1500	250-LS 100-N	Walker & Downing Radio Corp. Hotel Keystone Grant 5200	Quaker	Paul Block Frank R. Smith, Jr. Frank R. Smith, Jr.	Walter E. Sickles Bud Troutmann Ancil A. Lewis	....
READING	WEEU	830	1,000-D	Berks Broadcasting Co. 533 Penn St. 7335	NBC-Red	Clifford M. Chafey Clifford M. Chafey W. A. Riple	P. J. Breedy R. G. Magee H. O. Landis	Hollingbery
	WRAW	1310	100	Reading Broadcasting Co. 533 Penn St. 7335	NBC-Red Quaker	Clifford M. Chafey Raymond A. Gaul W. A. Riple	Paul J. Breedy Robert G. Magee H. O. Landis	....
SCRANTON	WGBI	880 ST-WQAN	1,000-LS 500-N	Scranton Broadcasters Inc. 1000 Wyoming Ave. 6296	CBS Quaker	Frank Megargee R. E. McDowell George D. Coleman	Frank Monaghan George D. Coleman K. R. Cooke	Blair
	*WQAN	880 ST-WGBI	1,000-LS 500-N	The Scranton Times 149 Penn Ave. 5151	......	E. J. Lynett	....	....
SHARON	WPIC	780	250-D	Sharon Herald Broadcasting Co. Pine Hollow Blvd. 154	......	John Fahline, Jr. John Fahline, Jr. J. T. Van Sweringen	Paul Gamble J. C. MacDonald A. C. Heck	....
SUNBURY	WKOK	1210-SH	100	Sunbury Broadcasting Corp. 1150 N. Front St. 1326	Quaker	H. H. Haddon Melvin Lahr Melvin Lahr	Paul Miller Homer Smith Cliff Kerstetter	Cox & Tanz
UNIONTOWN	WMBS	1420	250-LS 100-N	Fayette Broadcasting Corp. Title & Trust Bldg. Uniontown 800	......	J. C. Burwell J. C. Burwell M. E. Slagel	Sullivan Sages .... Kenneth M. Meredith	....
WILKES-BARRE	WBAX	1210	100	John H. Stenger, Jr. 141 S. Main St. 3-0196	MBS	John H. Stenger, Jr. Dale Robertson Harry Thomas	Kenneth Beghold John Garfield John H. Stenger, Jr.	Weed
	WBRE	1310	250-LS 100-N	Louis G. Baltimore 16 N. Main St. 3-3101	NBC Quaker	Louis G. Baltimore Louis G. Baltimore S. R. Baltimore	Louis Savitt A. C. Baltimore Charles Sakoski	....
WILLIAMSPORT	WRAK	1370	250-LS 100-N	WRAK Inc. 244 W. 4th St. 2-6116	Quaker	E. M. Case George E. Joy Thomas Metzger	Oscar Linn J. Wright Mackey Louis Persio	McKinney
YORK	WORK	1320	1,000	York Broadcasting Co. Inc. 13 S. Beaver St. 6629	NBC Intercity Quaker	Clair R. McCollough J. Robert Gulick J. Robert Gulick	Harold Miller John Neff J. E. Mathiot	Raymer

RHODE ISLAND

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Msdg. or Promotion Mgr. Chief Engineer	Representative
PROVIDENCE	WEAN	780	5,000-LS 1,000-N	Yankee Network Inc. 208 Weybosset St. Dexter 1500	NBC-Blue MBS Yankee Colonial	John Shepard, 3rd James S. Jenison Richard F. Voynow	Donald Morton Carleton McVarish Harry H. Tilley	Petry
	WJAR	890	5,000-LS 1,000-N	The Outlet Co. Weybosset St. Gaspee 1071	NBC-Red	Col. Joseph Samuels John J. Boyle John J. Boyle	John J. Boyle .... Thomas Prior	Weed
	WPRO	630	1,000-LS 500-N	Cherry & Webb Bcstg. Co. 15 Chestnut St. Plantations 9776	CBS Intercity	William S. Cherry, Jr. Stephen P. Willis William T. Bush	H. William Koster Albert C. Rider Howard W. Thornley	Raymer

COMPLETE
COVERAGE
OF THE
PHILADELPHIA
MARKET
WFIL
560 KC

When you specify WFIL, you buy coverage, not excess power! WFIL covers a population of 5,577,501 in the Nation's Third Market at lower cost.

Write for this Authentic Survey by Paul F. Godley, consulting radio engineer, based on Field Measurements which proves the Modern Plant on Low Frequency covers a greater area than High Power on High Frequency.

THE NEW WFIL 330 FOOT ANTENNA
]

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.*

(Data corrected to January 1, 1939)

SOUTH CAROLINA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ANDERSON	WAIM	1200	100	Wilton E. Hall 112 E. Market St. 800	CBS	Wilton E. Hall Ennis Bray Ennis Bray	James Bulleit G. Paul Browne John Peoples	....
CHARLESTON	WCSC	1360	1,000-LS 500-N	So. Carolina Bcstg. Co., Inc. Francis Marion Hotel 344	NBC	John M. Rivers John M. Rivers Roland Weeks	Charles McMahon Roland Weeks J. B. Fuqua	Free & Peters
	WTMA (Construction permit; starts about March 15, 1939)	1210	250-LS 100-N	Atlantic Coast Bcstg. Co. P. O. Box 92, Station A 5103	......	Y. W. Scarborough J. W. Orvin Y. W. Scarborough Edward C. Powers	Henry A. Westcott .... D. M. Bradham	....
COLUMBIA	WCOS (Construction permit)	1370	250-LS 100-N	Carolina Advertising Corp. Columbia	......	A. B. Langley A. Haltiwanger	....	....
	WIS	560	5,000-LS 1,000-N	Station WIS Inc. 1811 Main St. 2-2135	NBC WTS	G. Richard Shafto G. Richard Shafto J. D. Saumenig	Floyd Rodgers J. D. Saumenig Scott Helt	Free & Peters
FLORENCE	WOLS	1200	100-D	O. Lee Stone Sanborn Hotel 48	......	O. Lee Stone O. Lee Stone Jack Mims	Vernon M. Bushong .... Robert M. Wallace	....
GREENVILLE	WFBC	1300	5,000-LS 1,000-N	The News-Piedmont Co. Hotel Greenville 363	NBC	Roger C. Peace B. T. Whitmire W. S. Lindsay	Charles Batson P. W. Cook W. C. Etheredge	Bryant-Griffith
ROCK HILL	WRKL (Construction permit)	1500	100-D	P. W. Spencer Rock Hill	......	P. W. Spencer	....	....
SPARTANBURG	WSPA	920	1,000-D	Voice of South Carolina Radio Bldg. 2900	......	Virgil Evans Virgil Evans W. T. Hix	Jas. Mugford Pat McSwain E. S. Long	Kelly-Smith

SOUTH DAKOTA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ABERDEEN	KABR	1390	1,000-LS 500-N	Aberdeen Broadcast Co. Inc. 117½ S. Main St. 4626	......	H. C. Jewett, Jr. A. A. Fahy A. A. Fahy	E. M. Tobin F. E. Painter Delbert T. Hunt	Weed
BROOKINGS	*KFDY	780-SH	1,000-D	South Dakota State College Campus 702-K	......	Dr. C. W. Pugsley S. W. Jones	Jack Towers .... W. H. Gamble	....
PIERRE	KGFX	630-SH	200-D	Dana McNeil Estate (Ida A. McNeil, Administratrix) 203 W. Summit Ave. 2251	......	Ida A. McNeil Ida A. McNeil Ida A. McNeil	Ida A. McNeil Ida A. McNeil Robert H. Dye	....
RAPID CITY	KOBH	1370	250-LS 100-N	Black Hills Broadcast Co. Rapid City 2000	......	Robert J. Dean Robert J. Dean George Bruntlett	Harry Turner Robert J. Dean Earl H. Carter	....
	*WCAT	1200-SH	100-D	South Dakota School of Mines E. St. Joe St. 1600	......	J. P. Connolly C. M. Rowe	C. M. Rowe .... E. E. Clark	....
SIOUX FALLS	KELO	1200	100	Sioux Falls Broadcast Ass'n. Inc. 317 S. Phillips Ave. 757	NBC	Joseph Henkin S. C. Fantle, Jr. Geo. R. Hahn	Morton Henkin Wallace E. Stone Maxwell Staley	Wilson
	KSOO	1110 L-WRVA	5,000	Sioux Falls Broadcast Ass'n. Inc. 517 S. Phillips Ave. 757	NBC	Joseph Henkin S. C. Fantle, Jr. Geo. R. Hahn	Morton Henkin Wallace E. Stone Maxwell Staley	Wilson
VERMILLION	*KUSD	890 ST-KFNF	500	University of South Dakota University Campus 209-J	......	I. D. Weeks R. E. Rawlins, Jr.	R. E. Rawlins, Jr. .... W. H. Jordan	....
WATERTOWN	KWTN	1210	100	Greater Kampeska Radio Corp. Midland Life Bldg. 5050	Dakota	Dr. F. Koren M. W. Plowman M. W. Plowman	W. Lowell Pitt Dale Russell Morris Wisott E. A. Blackburn	....
YANKTON	WNAX	570	5,000-LS 1,000-N	WNAX Broadcasting Co. 2nd & Capitol Sts. 443	CBS	Gardner Cowles, Jr. Robert R. Tincher Haydn Evans	Arthur J. Smith .... Clifton Todd	Katz

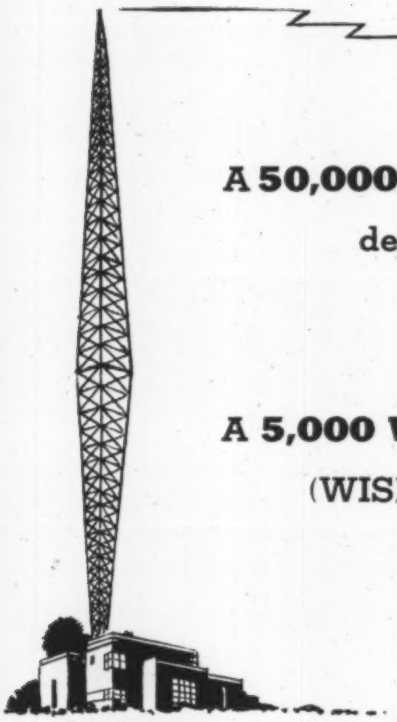
TENNESSEE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
BRISTOL	WOPI	1500	100	Radiophone Bcstg. Station WOPI 410 State St. 1241	......	W. A. Wilson W. A. Wilson A. C. Rodgers	Fey Rogers W. A. Wilson R. H. Smith	Burn-Smith
CHATTANOOGA	WAPO	1420	250-LS 100-N	W. A. Patterson Read House 6-6141	NBC	W. A. Patterson R. G. Patterson R. G. Patterson	T. K. Nobles R. N. Krepps M. E. Thompson	....
	WDOD	1280	5,000-LS 1,000-N	WDOD Broadcasting Corp. Hotel Patten 6-5117	CBS	Norman A. Thomas Frank S. Lane Frank S. Lane	D. W. McCurdy	Raymer

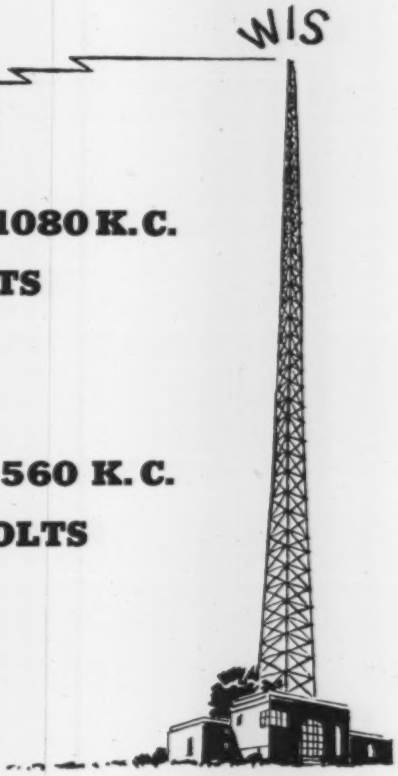
TO MOST AGENCIES,
IT'S AN OLD, OLD STORY—
BUT NEVERTHELESS TRUE . . .

COVERAGE ISN'T MEASURED BY POWER . . .

95 MILES



CHARLOTTE,
N. C.



COLUMBIA,
S. C.

A **50,000 WATT** station in Charlotte, N. C., on **1080 K.C.** delivers a signal of **300 MICROVOLTS** per meter★ in Columbia, S. C.

●

A **5,000 WATT** station in Columbia, S. C., on **560 K.C.** (WIS) delivers a signal of **353 MICROVOLTS** per meter★ in Charlotte, N. C.

★*Daytime measurement by Jansky & Bailey, Oct., 1938*

Station WIS—located at the exact geographical center of the state —serves more of South Carolina than *all other stations combined.* That's because WIS, at 560 K.C., has a stronger *signal.* Also because WIS, with both Red and Blue Networks, has stronger *programming.* And the strongest *market,* too. With $22,809,000 in retail sales (1935), Columbia leads every other city in South Carolina.

5000 WATTS DAY
1000 WATTS NIGHT

WIS

COLUMBIA
SOUTH CAROLINA

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

14 POINTS ON WMC

or HOW TO WIN SALES AND INFLUENCE PEOPLE IN MEMPHIS AND THE MID-SOUTH (With Apologies to Dale Carnegie)

1. NBC RED NETWORK
2. 5,000 WATTS DAY
   1,000 WATTS NIGHT
3. 780 KILOCYCLES
   (Center of Dial)
4. 611 FOOT HALF WAVE VERTICAL ANTENNA
   (The only half-wave vertical antenna in the Mid-South)
5. 3 SHORT WAVE SUPPLEMENTARY STATIONS
6. COMPLETE TRANSCRIPTION FACILITIES
7. MID-SOUTH POPULATION
   2,730,703
8. MID-SOUTH SPENDABLE INCOME—$693,524,000
9. MID-SOUTH WHOLESALE SALES—$1,072,744,870
10. MID-SOUTH RETAIL SALES—$554,084,000
11. MID-SOUTH RADIO HOMES—399,540
12. LEADS MID-SOUTH IN LOCAL, NATIONAL AND NETWORK RADIO BUSINESS
13. OWNED AND OPERATED BY THE COMMERCIAL APPEAL, THE SOUTH'S GREATEST NEWSPAPER
14. NATIONAL REPRESENTATIVE — THE BRANHAM COMPANY

W M C

MEMPHIS, TENN.

THE MID-SOUTH'S **Dominant** RADIO STATION

NEW IDEAS
for the Old South

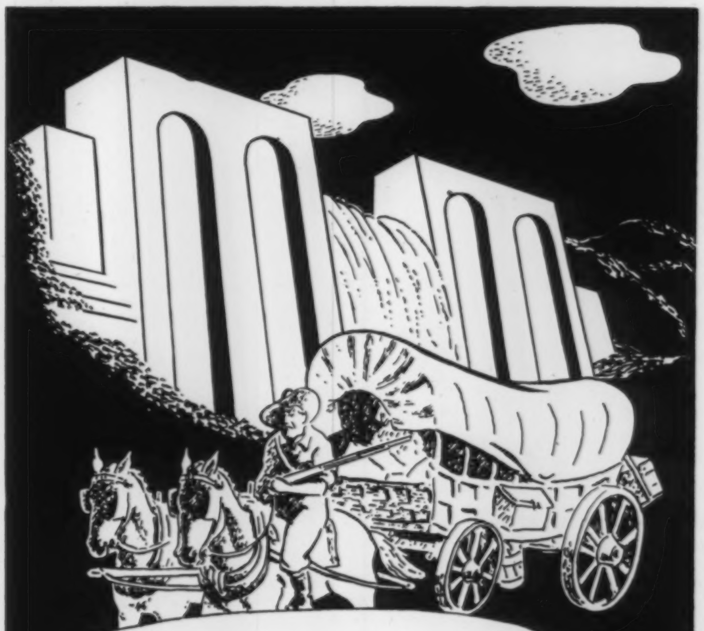
WMPS, great and growing greater with new ideas, is the ultra-modern way to reach The Old South.

In running a schedule on WMPS, your campaign will cover the Midsouth markets with its large and quick Retail sales response!

Local programs with already established audiences are available for all types of products.

WMPS
MEMPHIS, TENN.
Affiliated with The Memphis Press-Scimitar

National Representative
WEED & COMPANY



PIONEERS

ACROSS the stretch of eighteen years, WNOX, Tennessee's Pioneer radio station, still pioneers in progessive Broadcasting service to large and concentrated audiences in Tennessee, Kentucky, Virginia and North Carolina.

A full CBS schedule of programs plus outstanding local shows do a complete "selling job", say appreciative Advertisers!

With Knoxville—one of the most active Retail Centers in the South—the administrative headquarters of the entire Tennessee Valley project, WNOX will ever pioneer in more and still better Service to its constantly growing and profitable sales market!

WNOX
KNOXVILLE, TENN.
Affiliated with The Knoxville News-Sentinel

National Representative
THE KATZ AGENCY

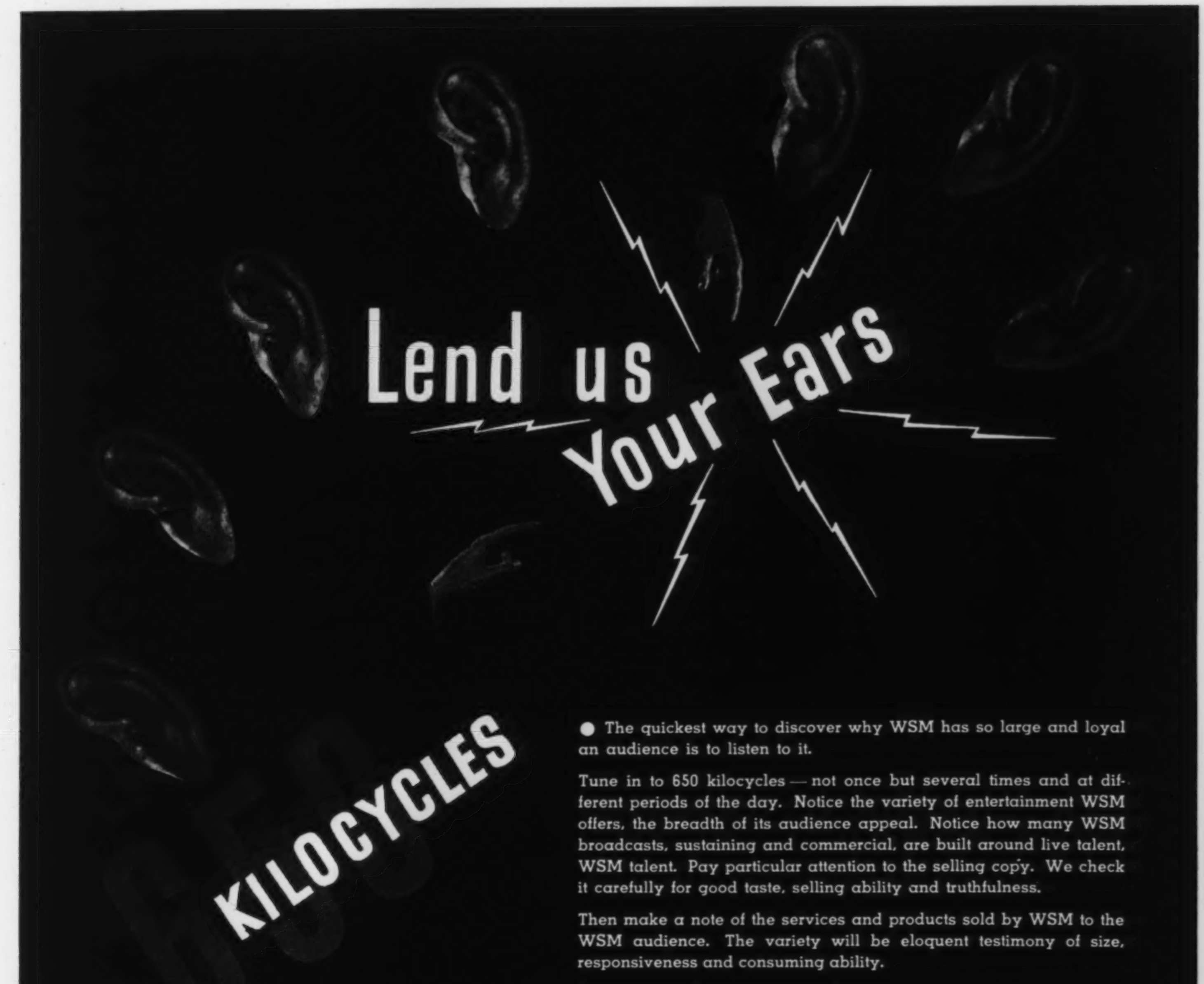
TENNESSEE–(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
JACKSON	WTJS	1310	250-LS 100-N	Sun Publishing Co. Sun Bldg. 3340	......	C. E. Pigford Alfred A. Stone A. B. Robinson	James Allen Leslie Brooks B. C. Rummell	Branham
JOHNSON CITY	WJHL	1200	250-LS 100-N	Johnson City Broadcasting Co. 412 S. Roan St. 189	......	W. H. Lancaster J. W. Birdwell J. W. Birdwell J. D. Shacklett	Richard Altman W. K. Matthews O. K. Garland	....
KNOXVILLE	WNOX	1010	5,000-LS 1,000-N	Scripps-Howard Radio Inc. 110 S. Gay St. 3-3171	CBS	Jack R. Howard R. B. Westergaard R. B. Westergaard	Lowell Blanchard C. R. Davis J. B. Epperson	Katz
	WROL	1310	250-LS 100-N	Stuart Broadcasting Corp. 524 S. Gay St. 2-7112	NBC	S. E. Adcock C. H. Frazier C. H. Frazier	John Reese .... Joe Wofford	Blair
MEMPHIS	WHBQ	1370	100	WHBQ Inc. Hotel Claridge 8-6868	......	H. B. Wooten E. A. Alburty E. A. Alburty	E. H. McMurray, Jr. E. Turpin Weldon Roy	....
	WMC	780	5,000-LS 1,000-N	Memphis Commercial Appeal Co. Hotel Gayoso 8-7464	NBC-Red	John H. Sorrells H. W. Slavick J. C. Eggleston	John Cleghorn W. H. Fielding C. E. Baker	Branham
	WMPS	1430	1,000-LS 500-N	The Memphis Press Scimitar Co. Columbian Tower 5-2721	NBC-Blue	Jack R. Howard James C. Hanrahan Mallory Chamberlin	.... J. B. Epperson	Weed
	WREC	600	5,000-LS 1,000-N	WREC Inc Hotel Peabody 5-1313	CBS WTS	Hoyt B. Wooten Hoyt B. Wooten Hollis Wooten	Roy Wooten .... S. D. Wooten, Jr.	Katz
NASHVILLE	WLAC	1470	5,000	WLAC Broadcasting Service Third National Bank Bldg. 6-0161	CBS WTS	J. T. Ward F. C. Sowell F. C. Sowell	Tim Sanders Bob Maddux F. D. Binns	Raymer
	WSIX	1210	250-LS 100-N	WSIX Inc. Andrew Jackson Hotel 5-5431	......	Jack M. Draughon Jack M. Draughon Harry C. Krone	.... Robt. Chandoin Bascom E. Porter	Sears & Ayer
	WSM	650	50,000	National Life & Acc. Ins. Co. National Bldg. 6-7131	NBC MBS	Edwin W. Craig Harry Stone Harben Daniel	.... Jack Harris John H. DeWitt, Jr.	Petry

TEXAS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ABILENE	KRBC	1420	250-LS 100-N	Reporter Broadcasting Co. Hilton Hotel 6255	MBS TSN	M. B. Hanks Max Bentley Poole Robertson	Doug Doan Poole Robertson W. W. Robertson, Jr.	McGillvra
AMARILLO	KFDA (Construction permit; starts about March 15, 1939)	1500	100	Amarillo Broadcasting Corp. 109 E. 5th St. 20919	......	C. S. Gooch C. S. Gooch R. MacKenzie	R. MacKenzie .... Ralph E. Cannon, Jr.	....
	KGNC	1410	2,500-LS 1,000-N	Plains Radio Broadcasting Co. 214 W. 8th Ave. 4242	NBC TSN MBS	O. L. Taylor O. L. Taylor John Ballard	David F. Clark Raymond Hollingsworth W. S. Bledsoe	Wilson Biddick
AUSTIN	KNOW	1500	250-LS 100-N	KUT Broadcasting Co. Norwood Bldg. 2-6213	MBS TSN	Hearst Radio Inc. James W. Pate Paul Forchheimer	Pat Adelman Pat Adelman Thomas E. Daniels	International
	KTBC (Construction permit)	1120 SH-WTAW	1,000-D	State Capitol Bcstg. Assn. Austin	......	R. B. Anderson	....	....
BEAUMONT	KFDM	560	1,000-LS 500-N	Beaumont Broadcasting Co. Inc. 310 Pearl St. 3882	NBC	C. W. Snider Darrold A. Kahn L. D. Yates	Geo. Wm. Caldwell W. F. Adams W. C. Douglas	Blair
	KRIC	1420	250-LS 100-N	Beaumont Broadcasting Ass'n. Wall & Market Sts. 4200	MBS TSN	B. A. Steinhagen W. L. Waltman Art Taylor	Wm. G. McClanahan Franklin Whitehead Donald Mitchell	....
BIG SPRING	KBST	1500	100	Big Spring Herald Bcstg. Co. Inc. Crawford Hotel 1500	MBS TSN	Joe Galbraith Howard Barrett Jack Wallace	.... Howard Barrett John B. Casey	McGillvra
BRADY	KNEL	1500	250-D	G. L. Burns Brady 77	......	G. L. Burns G. L. Burns Clinton Newlin	John Sloane John Sloane Marion Crawford	Cox & Tanz
BROWNSVILLE	KGFI	1500	250-LS 100-N	Eagle Broadcasting Co. Inc. Brownsville 1044	......	E. E. Wilson M. D. Gallegher Grover A. Godtrey, Jr.	Robert Thornton B. G. Powell Willis A. Wilson	....
COLLEGE STATION	*WTAW	1120-SH SHD-KTBC	500	Agricultural & Mech. College of Tex. College Station 19	......	T. O. Walton F. C. Bolton	E. P. Humbert .... H. C. Dillingham	....
CORPUS CHRISTI	KRIS	1330	500	Gulf Coast Broadcasting Co. Medical & Professional Bldg. 475	NBC MBS TSN	M. Tilford Jones T. Frank Smith T. Frank Smith	.... Cliff Tatom H. B. Lockhart	Branham
CORSICANA	KAND	1310	100-D	Navarro Broadcasting Ass'n. Box 959 30	MBS TSN	J. C. West J. H. Speck Leon Krupp	Charles Whittier Leon Krupp Burton Boatright	....
DALLAS	KRLD	1040	10,000 CP-50,000	KRLD Radio Corp. Adolphus Hotel 2-6811	CBS	Tom C. Gooch J. W. Runyon C. W. Rembert	Ruth Clem .... Roy M. Flynn	Branham

Lend us Your Ears



● The quickest way to discover why WSM has so large and loyal an audience is to listen to it.

Tune in to 650 kilocycles — not once but several times and at different periods of the day. Notice the variety of entertainment WSM offers, the breadth of its audience appeal. Notice how many WSM broadcasts, sustaining and commercial, are built around live talent, WSM talent. Pay particular attention to the selling copy. We check it carefully for good taste, selling ability and truthfulness.

Then make a note of the services and products sold by WSM to the WSM audience. The variety will be eloquent testimony of size, responsiveness and consuming ability.

But most of all, notice that each product or service offered is one that offers value received to the consumer. We do not accept contracts for any other kind. Which is a very powerful reason why our audience is large and responsive, why you can count on it to buy your product or your service.

THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY INCORPORATED SHIELDS YOU

The Castle of the South

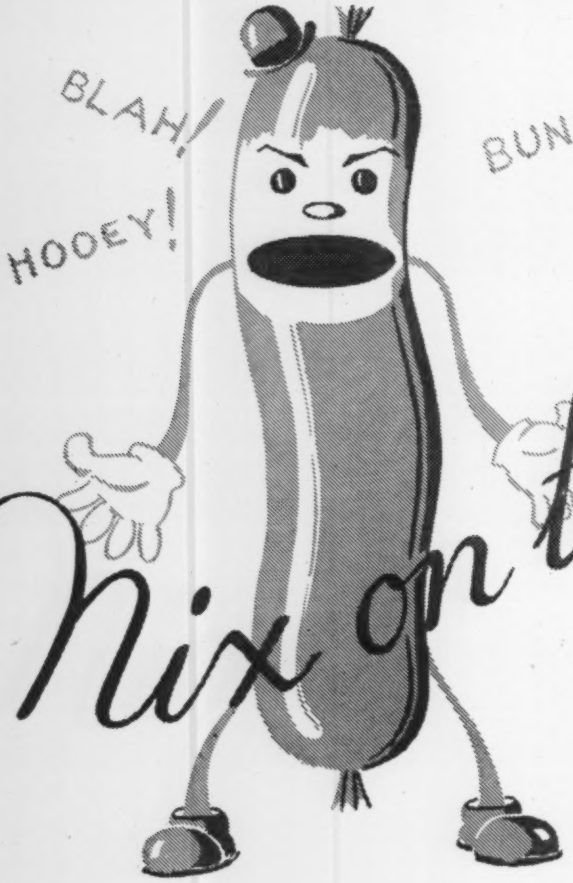
WSM

NASHVILLE, TENNESSEE

CLEAR CHANNEL
50,000 WATTS
N B C

National Representatives: Edward Petry & Co.

The Faith of Our Audience Comes First


BLAH!
HOOEY!
BUNK!

Nix on the Baloney!

Forget Theory

GET DOWN TO CASES

ASK THE retail grocer, "The man behind the counter", what it takes to do a real radio advertising job in the PANHANDLE, the SOUTH PLAINS and the LOWER VALLEY GRANDE of Texas. He has seen astonishing sales increases result from your competitors programs on KGNC, KFYO and KRGV. He has worked with the merchandising staffs of these stations. He has first-hand information on what it takes to move merchandise in his particular market. What's more he will tell you about it . . . just ask him!

KGNC
AMARILLO, TEXAS

KFYO
LUBBOCK, TEXAS

KRGV
LOWER VALLEY GRANDE

1/3 of the Area — 1/6 of the Population — 1/5 of the Purchasing Power of Texas!

HOWARD H. WILSON CO. REPRESENTATIVE — KANSAS CITY, CHICAGO, NEW YORK

WFAA-WBAP's 50,000 WATT COVERAGE

ALREADY LARGEST IN THE U. S.

Is Now Increased 30%*

WFAA-WBAP's new 653 foot vertical radiator adds 30% to the *largest* 50 KW primary coverage in the United States . . . to a *vital* coverage that emanates from prosperous Dallas-Fort Worth and thoroughly blankets the North Texas-Oklahoma region which is consistently "Bright Spot" on the Nation's business maps. With a performance record of 17 years' standing, WFAA-WBAP has always been the outstanding radio investment in the Great Southwest. Now this station has more to offer than ever before!

*The 30% primary coverage increase is a preliminary engineers' estimate, as technical surveys have not been fully completed. New maps and market data will be published soon. Ask to have your name on the mailing list.

50,000 WATTS—800 K. C.

NBC **WFAA-WBAP** **TQN**

DALLAS **FORT WORTH**

NATIONAL REPRESENTATIVES: EDWARD PETRY & CO. INC.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.*

(Data corrected to January 1, 1939)

TEXAS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
DALLAS............. (Continued)	WFAA	800 ST-WBAP	50,000	A. H. Belo Corp. Baker Hotel 7-9631	NBC-Red TQN	G. B. Dealey Martin B. Campbell Alexander Keese	Ralph W. Nimmons Irvin Gross Raymond Collins	Petry
	WRR	1280	500	City of Dallas Southland Life Bldg. 2-1411	MBS TSN	City of Dallas John Thorwald John Thorwald	Chas. B. Jordan Chas. B. Jordan Durward J. Tucker	....
DENTON............	KDNT	1420	100-D	Harwell V. Shepard 300 W. Ross St. 276	......	Harwell V. Shepard Harwell V. Shepard Harwell V. Shepard	Herman Cecil W. E. Evans Bill Honeycutt	....
DUBLIN.............	KFPL	1310	250-LS 100-N	KFPL Broadcasting Station 205 Grafton St. 183	......	C. C. Baxter C. C. Baxter C. C. Baxter	C. C. Baxter .... C. B. Baxter	....
EL PASO............	KROD	1500 (Construction permit)	100	Dorrance D. Roderick 401 Mills St. Main 6600	......	Dorrance D. Roderick	.... Edward P. Talbott	....
	KTSM-WDAH	1310	250-LS 100-N	Tri-State Broadcasting Co. Inc. P. O. Box 1976 Main 46	NBC	Mrs. L. E. Bredberg Karl O. Wyler W. L. Kline	Roy T. Chapman Conrey Bryson E. L. Gemoets	Hollingbery
FORT WORTH......	KFJZ	1370	250-LS 100-N	Fort Worth Broadcasters Inc. 1119 W. Lancaster 3-3474	MBS TSN	Elliott Roosevelt Gene L. Cagle Jack Howell	Len Finger .... Ed Starnes	International
	KGKO	570	5,000-LS 1,000-N	KGKO Broadcasting Co. Star-Telegram Bldg. 3-1234	NBC-Blue WTS	Amon G. Carter Harold V. Hough George Cranston	Ed Lally Jack Keasler C. B. Locke	Prosser
	KTAT	1240	1,000	Tarrant Broadcasting Co. Hotel Texas 3-1381	MBS TSN	Raymond E. Buck	....	....
	WBAP	800 ST-WFAA	50,000	Carter Publications Inc. 400 W. Seventh St. 3-2301	NBC-Red TQN	Amon G. Carter Harold V. Hough Herb C. Southard	David Byrn William Jolesch R. C. Stinson	Petry
GALVESTON........	KLUF	1370	250-LS 100-N	KLUF Broadcasting Co. Inc. 6002 Broadway 6766	MBS TSN	Geo. Roy Clough Geo. Roy Clough Geo. Roy Clough	Helen D. Clough Geo. Roy Clough John K. Taylor	....
GREENVILLE.......	KGVL	1200 (Construction permit)	100-D	Hunt Broadcasting Assn. Greenville	......	Fred Horton	....	....
HOUSTON..........	KPRC	920	5,000-LS 1,000-N	Houston Printing Corp. Lamar Hotel Fairfax 7101	NBC-Red TQN	W. P. Hobby Kern Tips Kern Tips	Jack McGrew .... H. T. Wheeler	Petry
	KTRH	1290	5,000-LS 1,000-N	KTRH Broadcasting Co. Rice Hotel Preston 4361	CBS WTS	Houston Chronicle B. F. Orr Ray Bright	Harry Grier Ray Bright {Tom Hiner {King Robinson	Blair
	KXYZ	1440	1,000	Harris County Broadcast Co. Gulf Bldg. Capitol 6151	NBC-Blue MBS TSN	M. Tilford Jones T. Frank Smith T. Frank Smith	Chas. Nethery H. H. Hall Jerry Chinski	Branham
HUNTSVILLE.......	KSAM	1500	100-D	Sam Houston Broadcasting Ass'n. 1021 E. 12th St. 666	......	H. G. Webster Harold C. Scott Harold C. Scott	Charles Tigner .... Paul Wolf	....
KILGORE...........	KOCA	1210	250-LS 100-N	Oil Capitol Bcstg. Ass'n. Inc. 120½ E. North 616	......	Roy G. Terry Roy G. Terry Roy G. Terry	Roy G. Terry Lucille Buford Orvin Franklin	....
LAREDO............	KPAB	1500	250-LS 100-N	Mervel M. Valentine Hamilton Hotel 1490	......	Mervel M. Valentine Mervel M. Valentine Robert W. Bennett	Jimmie Willson .... Fred Hammond	....
LONGVIEW.........	KFRO	1370	250-D	Voice of Longview 620 Glover-Crim Bldg. 411	MBS TSN	James R. Curtis Harold C. Johnson Harold C. Johnson	.... James R. Curtis Morris Ming	....
LUBBOCK...........	KFYO	1310	250-LS 100-N	Plains Radio Broadcasting Co. 914 Avenue J 1700	MBS TSN	O. L. Taylor DeWitt Landis DeWitt Landis	R. B. McAllister .... Wm. H. Torrey	Wilson Biddick
LUFKIN.............	KRBA	1310	100-D	Red Lands Broadcasting Ass'n. 108½ S. First St. 272	....	Ben T. Wilson Darrell E. Yates Darrell E. Yates	Sonny Phillips Victor Bracht Clifford Kirby	....
MIDLAND...........	KRLH	1420	100-D	Clarence Scharbauer Scharbauer Hotel 1070	......	Clarence Scharbauer Pete Gates Johnnie Trigg	Charles Roark Addison Whitworth Robert Harmon	....
PALESTINE.........	KNET	1420	100-D	Palestine Broadcasting Ass'n. P. O. Box 467 411	......	Bonner Frizzell	....	....
PAMPA.............	KPDN	1310	100-D	R. C. Hoiles 212 N. Ballard 1100	......	R. C. Hoiles Sidney L. Patterson Sidney L. Patterson	John Sullivan John Sullivan Herman Kreiger	....
PARIS..............	KPLT	1500	250-D	North Texas Broadcasting Co. Gilbralter Hotel 1124	MBS TSN	A. G. Mayse Fred E. Humphrey Fred E. Humphrey	Mary Jo Mayse .... Weldon Jeffus	McGillvra
PECOS.............	KIUN	1370	100	J. W. Hawkins & B. H. Hubbs KIUN Bldg. 21	......	{J. W. Hawkins {B. H. Hubbs Jack W. Hawkins Jack W. Hawkins	Wray Guye .... Thomas W. Hubbard	....
PORT ARTHUR.....	KPAC	1260	500-D	Port Arthur College 1500 Procter St. 3320	......	Carl Vaughan Glenn Hewitt Glenn Hewitt	Gabbert Stephens Marjorie Vickers Joe Walters	....
SAN ANGELO.......	KGKL	1370	250-LS 100-N	KGKL Inc. St. Angelus Hotel 6715	MBS TSN	H. C. Ragsdale J. Bert Mitchell, Jr. J. Bert Mitchell, Jr.	Lynn Bigler J. Bert Mitchell, Jr. Frank M. Jones	McGillvra

XUM

HIGH POWER COVERAGE

KGKO's advertisers, paying a rate based on what it costs to operate a top-notch station operating on 5,000 watts power day and 1,000 watts power night, are receiving one of the many extra advantages accorded all KGKO advertisers — high power coverage. KGKO's guaranteed daytime coverage, embracing 143 counties in Texas, Oklahoma, and Arkansas, is made up of 681,385 radio homes. KGKO's nighttime coverage area is composed of 503,701 radio homes. KGKO's guaranteed coverage areas constitute the richest, most responsive parts of the Great Southwest.

HIGH POWER RESULTS

KGKO's enormous, economical coverage, plus unstinted merchandising assistance and powerful publicity support, assures high power returns. Using KGKO exclusively for complete Southwestern selling, such advertisers as California Fruit Growers Exchange (Sunkist Oranges), Armour and Company (Cloverbloom Butter), and the Ben E. Keith Company (Southwest's largest produce distributor), report that "KGKO has done a complete selling job". Alert and enthusiastic, KGKO sets the pace in showmanship, merchandising, and publicity in the realm of Southwestern broadcasting.

ON A LOW POWER RATE

KGKO's economical rate is the result of the station's ability to cover a maximum of territory with a minimum of power. Contrary to the belief by some that coverage results from power, and power alone, KGKO's preferred dial position (570 kilocycles), the best equipment money can buy, and a superlative geographical transmitter location—midway between Dallas and Fort Worth — affords coverage in the Southwest not exceeded by that of any other station.

Amon G. Carter
President
Harold V. Hough
General Manager
George Cranston
Asst. Gen. Mgr.

KGKO

General Office
Fort Worth

New York Office
Rockefeller Center
Columbus 5-3264

Affiliated with the Fort Worth Star-Telegram

STUDIOS IN FORT WORTH, DALLAS, WICHITA FALLS

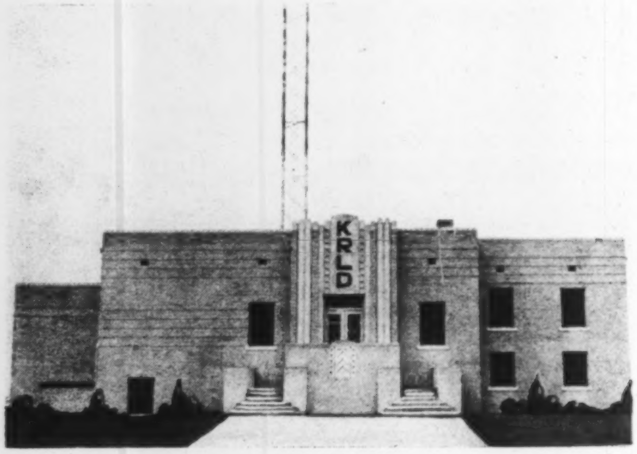
5,000 Watts Day, 1,000 Watts Night, 570 Kilocycles, Full Time

AN NBC AFFILIATE

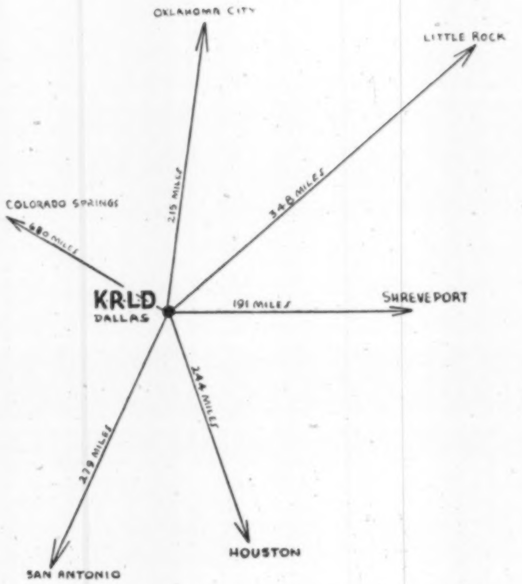
A TESTED STATION WTS OF THE GOLD GROUP

K-R-L-D

Oldest and Largest Outlet in Texas for the Columbia Broadcasting System



KRLD's new 50,000 watt Western Electric Transmitter now under construction.


OKLAHOMA CITY
LITTLE ROCK
219 MILES
348 MILES
COLORADO SPRINGS
680 MILES
KRLD
DALLAS
191 MILES
SHREVEPORT
244 MILES
279 MILES
SAN ANTONIO
HOUSTON

After Feb. 1st KRLD will be the only CBS station within 191 miles of Dallas serving one of the Nation's greatest and most prosperous markets. KRLD IS NOW OFFERING THE OUTSTANDING BUY IN RADIO. Write or wire for further details.

K-R-L-D

The Times Herald Station

Adolphus Hotel, Dallas

The Branham Company National Advertising Representatives

Chicago New York Dallas St. Louis Detroit Kansas City
San Francisco Los Angeles Portland Seattle

"Remember the Alamo!"

That cry, "Remember the Alamo" carried on to victory those pioneers who had to fight for the things they wanted. That was 102 years ago.
Today, in fighting for that increased business *you* want, you can also do well to remember the Alamo . . .

Remember . . . the rich South Texas market around the Alamo City has a radio audience of almost four million people . . .
Remember . . . in South Texas, here in the shadow of the Alamo, there has been no "recession" . . .
Remember . . . in San Antonio is the nation's largest concentration of regular army troops, representing a monthly disbursement of three million dollars.
Remember . . . KTSA'S coverage is best in South Texas, as proved by actual surveys.
Remember . . . outstanding local preference for KTSA is represented by the one hundred twenty-three locally sponsored programs broadcast every week.
Remember the slogan "stay ahead with KTSA" represents tops in showmanship in South Texas.

WHEN YOU THINK OF THE GREAT SOUTHWEST, THINK OF THE STATION THAT SERVES IT BEST!

550
KC

KTSA

FULL
CBS
SCHEDULE

SAN ANTONIO

The Most Efficient 5000 Watt Station in the U.S.A.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night.*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.
(Data corrected to January 1, 1939)

TEXAS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
SAN ANTONIO......	KABC	1420	250-LS 100-N	Alamo Broadcasting Co. Inc. 223 Milam St. Garfield 4241	MBS TSN	Henry Lee Taylor Cliff Tatom Cliff Tatom	Jimmy McClain Cliff Tatom Kenneth Hyman	....
	KMAC	1370 ST-KONO	250-LS 100-N	Walmac Co. Smith-Young Tower Cathedral 6211	......	{W. W. McAllister {Howard W. Davis Howard W. Davis Howard W. Davis	A. S. Bessan .... Richard R. Hayes	....
	KONO	1370 ST-KMAC	250-LS 100-N	Mission Broadcasting Co. 317 Arden Grove Fannin 1371	......	Eugene J. Roth Eugene J. Roth James M. Brown	Gerald Morgan .... George W. Ing	....
	KTSA	550	5,000-LS 1,000-N	KTSA Broadcasting Co. Gunther Hotel Garfield 1251	CBS WTS	Hearst Radio Inc. George W. Johnson George W. Johnson	Wm. C. Bryan Charles Balthrope W. G. Egerton	International
	WOAI	1190	50,000	Southland Industries Inc. WOAI Bldg. Garfield 4221	NBC-Red TQN	G. A. C. Halff Hugh A. L. Halff	W. Lewis Valentine Walter S. Zahrt Fred Sterling	Petry
SHERMAN..........	KRRV	1310	250-D	Red River Valley Bcstg. Corp. 1910 S. Crockett St. 201	MBS TSN	G. H. Wilcox L. L. Hendrick Emory Reece	W. E. Rowen, Jr. L. L. Hendrick T. E. Spellman	....
TEMPLE............	KTEM	1370	250-D	Bell Broadcasting Co. Kyle Hotel 4646	MBS TSN	Frank Mayborn Burton Bishop Pat Baxter	Kirby Gunn .... Wm. Carmean	....
TEXARKANA........	KCMC	1420	250-LS 100-N	KCMC Inc. 317 Pine St. 958	MBS TSN Arkansas	Henry Humphrey Foster W. Fort Foster W. Fort	Thomas Dillahunty Foster W. Fort Harvey Robertson	Radio Time
TYLER..............	KGKB	1500	250-LS 100-N	East Texas Broadcasting Co. 115 S. College 1106	MBS TSN	Jas. G. Ulmer M. E. Danbom M. E. Danbom	Neal Fletcher Jack Kretsinger John B. Shepperd	....
VERNON............	KVWC (Construction permit)	1500	100	R. H. Nichols Vernon	......	R. H. Nichols	....	....
WACO..............	WACO	1420	250-LS 100-N	KTSA Broadcasting Co. Amicable Bldg. 2700	CBS MBS TSN	Hearst Radio Inc. James W. Pate R. E. Lee Glasgow	H. Edelman Frank Ruetz L. H. Appleman	International
WESLACO...........	KRGV	1260	1,000	KRGV Inc. 201 Border Weslaco 375	NBC TSN MBS	O. L. Taylor Ken Lowell Sibson Ingham S. Roberts	Dick Watkins Ingham S. Roberts Neal McNaughton	Wilson Biddick
WICHITA FALLS....	KWFT (Construction permit)	620	1,000-LS 250-N	Wichita Broadcasting Co. 807 Hamilton Bldg. 3135	......	Joe B. Corrigan D. A. Kahn	....	....

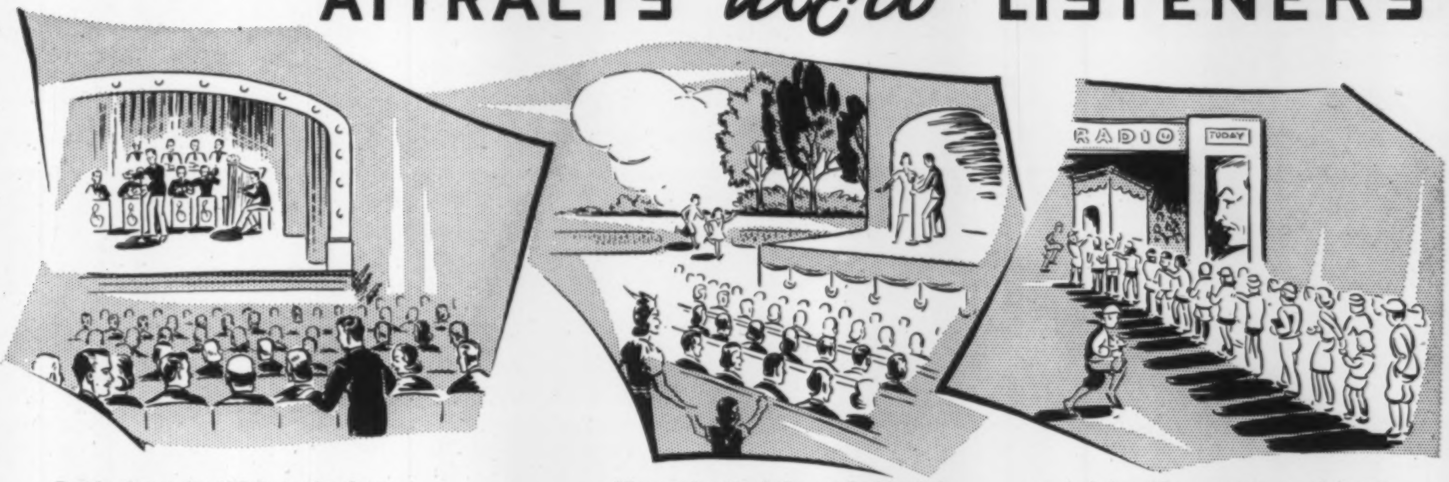
UTAH

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
CEDAR CITY........	KSUB	1310	100	Johnson & Perry El Escalante Hotel 398	......	Leland Perry Sherman T. Wright Sherman T. Wright	Inez Corry .... Sherman T. Wright	Cox & Tanz
LOGAN.............	KVNU	1200	100	Cache Valley Broadcasting Co. Logan	......	S. L. Billings .... J. A. Reeder	Leo R. Jensen .... J. M. Reeder	....
OGDEN.............	KLO	1400	500 CP-5,000-LS CP-1,000-N	Interstate Broadcasting Corp. Hotel Ben Lomond 84	NBC-Blue	A. L. Glasmann Paul R. Heitmeyer Merrill J. Bunnell	E. G. Clark .... W. D'Orr Cozzens	Bryant-Griffith
PRICE..............	KEUB	1420	100	Eastern Utah Broadcasting Co. Price 200	......	Sam G. Weiss Sam G. Weiss Jack Richards	Jack Richards Jack Richards Carl E. Busart	....
SALT LAKE CITY....	KDYL	1290	5,000-LS 1,000-N	Intermountain Broadcasting Corp. Tribune-Telegram Bldg. Wasatch 7180	NBC-Red WTS	S. S. Fox S. S. Fox W. E. Wagstaff	George Snell Ted Kimball John M. Baldwin	Blair
	KSL	1130	50,000	Radio Service Corp. of Utah Union Pacific Bldg. Wasatch 3900	CBS	J. Reuben Clark, Jr. Earl J. Glade Dan H. Vincent	Gene Halliday Lennox Murdock Eugene G. Pack	Petry
	KUTA	1500	100	Utah Broadcasting Co. Belvedere Apt. Hotel Wasatch 1730	NBC-Blue	Frank C. Carman Frank C. Carman Gordon Owen	Wayne Rogers Hal Parkes Lyle Walquist	McGillvra

VERMONT

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
BURLINGTON.......	WCAX	1200	250-LS 100-N	Burlington Daily News 203 College St. 373	......	H. Nelson Jackson John A. Cellar William J. Kennedy	Herman B. Wight John A. Cellar James Tierney	....
RUTLAND...........	WSYB	1500	100	Philip Weiss Music Co. 80 West St. 1247	......	Philip Weiss J. H. Weiss J. H. Weiss	.... J. A. Houser	....
SPRINGFIELD.......	WNBX	1260	1,000	Twin State Broadcasting Corp. Woolson Bldg. 663	CBS	Harry C. Wilder Herman Steinbruch Herman Steinbruch	Hariot Stem Herman Steinbruch Wm. F. Moore	Raymer
ST. ALBANS........	WQDM	1390	1,000-D	Regan & Bostwick 32 N. Main St. 126	......	{E. J. Regan {F. A. Bostwick G. S. Wasser Ralph Gram	Bryon Snowden Ralph Gram E. J. Regan	Weed
WATERBURY........	WDEV	550	500-D	Charles B. Adams, Admr. Harry C. Whitehill Estate 8 Stowe St. 13-Z	......	{L. E. Squier {W. G. Ricker L. E. Squier W. G. Ricker	W. G. Ricker W. G. Ricker Melvin Stickles	....

Alert SHOWMANSHIP ATTRACTS *alert* LISTENERS



People clamor for tickets to the shows broadcast from the KDYL Radio Playhouse.

Thousands attend the regularly scheduled KDYL summertime broadcasts at Liberty Park.

And how the youngsters and grown-ups flock to the KDYL-sponsored shows at first-run theatres!

Whenever something of real local interest takes place, KDYL is right on the scene. Furthermore, KDYL *promotes* many events that attract large audiences in person—such as programs at downtown theatres, programs at our own Radio Playhouse, outdoor presentations at the parks in summer, Saturday shows for children. These performances to live audiences help to keep KDYL more prominently in the mind of the public. All this, together with judicious but dynamic presentation of every program that originates in our studio, plus the world's leading network programs, has won for KDYL undisputed leadership in the kind of showmanship that builds audiences, builds business for our advertisers.

That's why KDYL

SALT LAKE CITY

is the *popular* station

NBC
RED
NETWORK

Representative:
JOHN BLAIR & COMPANY
Chicago • New York • Detroit
San Francisco • Los Angeles
Seattle

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.*

(Data corrected to January 1, 1939)

VIRGINIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
CHARLOTTESVILLE	WCHV	1420	250-LS 100-N	Community Broadcasting Corp. 4th & E. Market Sts. 444	Virginia	A. T. Dulaney Hugh M. Curtler Edward H. Allen	Cyril H. Goldsmith .... Walter W. Gray	Burn-Smith
DANVILLE	WBTM	1370	250-LS 100-N	Piedmont Broadcasting Corp. 427 Main St. 2350	Virginia	L. N. Dibrell S. C. Ondarcho Hugh S. Potts	W. P. Heffernan J. M. Croft Phil Briggs	Burn-Smith
HARRISONBURG	WSVA	550	500-D	Shenandoah Valley Bcstg. Corp. Main & E. Market Sts. 875	......	Floyd Williams' Estate Chas. P. Blackley Chas. P. Blackley	Wendell Siler .... U. L. Lynch	....
LYNCHBURG	WLVA	1200	250-LS 100-N	Lynchburg Broadcasting Corp. Medical & Allied Arts Bldg. 3030	Virginia	Edward A. Allen Philip P. Allen Glenn E. Jackson	James Moore James L. Howe Albert E. Heiser	Hagedorn
NEWPORT NEWS	WGH	1310	250-LS 100-N	Hampton Roads Bcstg. Corp. Portlock Bldg. 2297	Virginia	James W. Baldwin Edward E. Bishop Edward E. Edgar	Miss Gene D. Stratton Edward E. Edgar Raymond P. Aylor, Jr.	Burn-Smith
NORFOLK	WTAR	780	1,000 CP-5,000-LS	WTAR Radio Corp. 1304 Bank Commerce Bldg. 25671	NBC	P. S. Huber Campbell Arnoux John W. New	Shirley Hosier Ralph S. Hatcher Julius L. Grether	Petry
PETERSBURG	WPIV (Construction permit)	1210	250-LS 100-N	Petersburg Newspaper Corp. Petersburg	......	Walter E. Harris P. S. Huber Campbell Arnoux	....	....
RICHMOND	*WBBL	1210-SH	100	Grace Covenant Presbyterian Church 1627 Monument Ave. 4-8885	......	M. A. Sitton	....	....
	WMBG	1350	500	Havens & Martin Inc. Broad & Tilden Sts. 5-8611	NBC-Red	Wilbur M. Havens Wilbur M. Havens R. E. Mitchell	T. Spencer Meyer .... Wilfred H. Wood	Blair
	WRNL	880	500-D	WLBG Inc. 323 E. Grace St. 3-4242	......	John Stewart Bryan Earl Sowers Edward S. Whitlock	Marynelle Gutridge Edward S. Whitlock Walter R. Selden	Burn-Smith
	WRTD	1500	100	Times-Dispatch Radio Corp. State-Planters Bank Bldg. 3-7471	NBC-Blue	John D. Wise Ovelton Maxey Ovelton Maxey	Grace Gatling .... David Bain	Petry
	WRVA	1110	5,000 CP-50,000	Larus & Brother Co. Hotel Richmond 3-6633	CBS MBS WTS	P. L. Reed C. T. Lucy Barron Howard	Irving G. Abeloff C. T. Lucy H. S. Lucy	Raymer
ROANOKE	WDBJ	930	5,000-LS 1,000-N	Times-World Corp. 124 W. Kirk Ave. 8131	CBS	Junius P. Fishburn Ray P. Jordan Frank D. Kesler	Ray P. Jordan Jack Weldon James W. Robertson	Free & Peters

WASHINGTON

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ABERDEEN	KXRO	1310	250-LS 100-N	KXRO Inc. 207 Market St. 4098	MBS Don Lee Pacific	Harry R. Spence Harry R. Spence Fred G. Goddard	Ben K. Weatherwax Edwin J. Alexander William W. McGoffin	Blair
BELLINGHAM	KVOS	1200	100	KVOS Inc. 115 Magnolia St. 4200	MBS Don Lee Pacific	Rogan Jones Rogan Jones Tom Schafer	Roy Grandey Tom Schafer Joe Ernst	Blair
CENTRALIA	KELA	1440	500	Central Broadcasting Corp. KELA Bldg. 721	MBS Don Lee Pacific	Arthur C. St. John J. Elroy McCaw Joseph Chytil	Paul Corbin Edward Specht Samuel L. Norin	Blair
EVERETT	KRKO	1370 ST-KEEN	50	Lee E. Mudgett 300 Clark Bldg. Main 526	MBS Don Lee Pacific	Lee E. Mudgett W. F. Knehr W. F. Knehr	C. Hansen .... Floyd E. Steele	Blair
LONGVIEW	KWLK	780	250-D	Twin City Broadcasting Corp. National Bank of Commerce Bldg. 1-500	......	A. C. Campbell M. F. Woodling F. King Mitchell	Emery Milburn .... Kenneth Lite	Biddick Cox & Tanz
OLYMPIA	KGY	1210	100	KGY Inc. Capital Park Bldg. 746	MBS Don Lee Pacific	Louis Wasmer William R. Taft William R. Taft	Jean Walters Freda Tilden Jack Thatcher	Blair
PULLMAN	*KWSC	1220 ST-KTW	5,000-LS 1,000-N	State College of Washington Pullman 6044	......	E. O. Holland Kenneth E. Yeend	Kenneth E. Yeend .... H. V. Carpenter	....
SEATTLE	KEEN	1370 ST-KRKO	100	KVL Inc. 2101 Smith Tower Seneca 0070	......	Arthur C. Dailey Arthur C. Dailey Arthur C. Dailey	Rose M. Dailey Harold D. Porter R. N. Nicholes	....
	KIRO	SA-710	SA-1,000	Queen City Bcstg. Co. Inc. 66 Cobb Bldg. Seneca 1500	CBS WTS	Louis K. Lear Saul Haas H. J. Quilliam Loren B. Stone	Tommy Thomas J. A. Morton James Hatfield	....
	KJR	970	5,000	Fishers Blend Station Inc. Skinner Bldg. Elliott 5890	NBC-Blue Northwest Triangle	NBC—O. D. Fisher Birt F. Fisher Hugh M. Feltis	W. W. Warren Chas. A. Bailie Francis J. Brott	Petry
	KOL	1270	5,000-LS 1,000-N	Seattle Broadcasting Co. Northern Life Tower Main 2312	MBS Don Lee Pacific	Archie Taft Elmer D. Pederson Elmer D. Pederson	Grant Merrill .... A. L. Henderson	Blair
	KOMO	920	5,000-LS 1,000-N	Fishers Blend Station Inc. Skinner Bldg. Elliott 5890	NBC-Red Northwest Triangle	O. D. Fisher Birt F. Fisher Hugh M. Feltis	Willard W. Warren Charles A. Bailie Francis J. Brott	Petry

THE WEATHER

NORFOLK LEDGER-DISPATCH

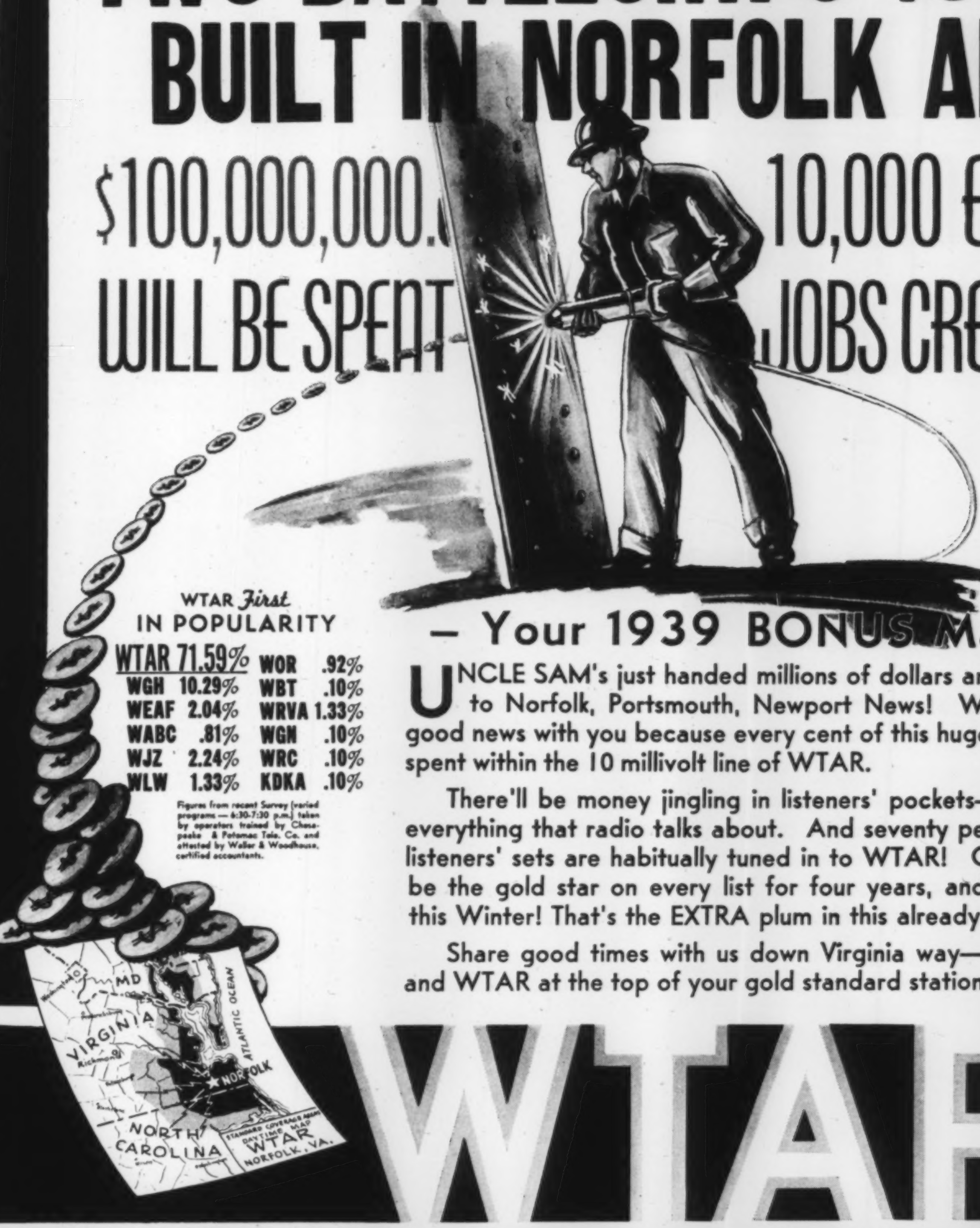
HOME EDITION

VOL. CXX.—No. 69 NORFOLK, VA., SATURDAY AFTERNOON, NOVEMBER 19, 1938 16 PAGES—PRICE THREE CENTS

TWO BATTLESHIPS TO BE BUILT IN NORFOLK AREA

$100,000,000. WILL BE SPENT

10,000 EXTRA JOBS CREATED



WTAR *First* IN POPULARITY

WTAR	**71.59%**	WOR	.92%
WGH	10.29%	WBT	.10%
WEAF	2.04%	WRVA	1.33%
WABC	.81%	WGN	.10%
WJZ	2.24%	WRC	.10%
WLW	1.33%	KDKA	.10%

Figures from recent Survey (varied programs — 6:30-7:30 p.m.) taken by operators trained by Chesapeake & Potomac Tele. Co. and attested by Waller & Woodhouse, certified accountants.

– Your 1939 BONUS Market

UNCLE SAM's just handed millions of dollars and extra jobs to Norfolk, Portsmouth, Newport News! We share this good news with you because every cent of this huge sum will be spent within the 10 millivolt line of WTAR.

There'll be money jingling in listeners' pockets—money for everything that radio talks about. And seventy per cent of all listeners' sets are habitually tuned in to WTAR! Our area will be the gold star on every list for four years, and work starts this Winter! That's the EXTRA plum in this already rich market.

Share good times with us down Virginia way—put Norfolk and WTAR at the top of your gold standard stations for 1939.

WTAR

Complete **NBC** Service

VIRGINIA'S OLDEST BROADCASTERS
Owned and Operated by Norfolk Newspapers, Incorporated

National Representatives
EDWARD PETRY & CO.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.*

(Data corrected to January 1, 1939)

WASHINGTON—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
SEATTLE.......... (Continued)	KRSC	1120	250	Radio Sales Corp. 819 Fairview Place Main 0110	......	P. K. Leberman Robert E. Priebe Romig C. Fuller	Ted Bell E. B. Rivers George Freeman	Furgason
	*KTW	1220 ST-KWSC	1,000	First Presbyterian Church 7th Ave. & Spring St. Main 4177	......	First Presbyterian Church Dr. M. A. Matthews	Mrs. C. R. Foss .... James S. Ross	....
	KXA	760 L-WJZ	500-LS 250-N CP-1,000	American Radio Telephone Co. Bigelow Bldg. Seneca 1000	......	R. F. Meggee Florence Wallace Florence Wallace	Jackson Latham .... Maurice M. McMullen	....
SPOKANE..........	KFIO	1120	100-D	Spokane Broadcasting Corp. 526 Riverside Ave. Main 3400	......	Arthur L. Smith Arthur L. Smith Bryan E. Woolston	Gertrude Longmeier .... Curtis T. Strong	....
	KFPY	890	5,000-LS 1,000-N	Symons Broadcasting Co. Symons Bldg. Main 1218	CBS	T. W. Symons, Jr. A. L. Bright A. L. Bright	R. W. Brazeal .... George E. Langford	Furgason
	KGA	1470	5,000	Louis Wasmer Inc. Radio Central Bldg. Main 5383	NBC-Blue Northwest Triangle	NBC—Louis Wasmer Harvey Wixson Harvey Wixson	Harvey Wixson .... Al G. Sparling	Petry
	KHQ	590	5,000-LS 1,000-N	Louis Wasmer Inc. Radio Central Bldg. Main 5383	NBC-Red Northwest Triangle	Louis Wasmer Harvey Wixson Harvey Wixson	Harvey Wixson .... A. G. Sparling	Petry
TACOMA............	KMO	920	5,000-LS 1,000-N	KMO Inc. 914 Broadway Main 4144	MBS Don Lee	Carl E. Haymond Carl E. Haymond Jack Buchanan	Dick Ross Larry Huseby Joe Kolesar	Blair
	KVI	570	5,000-LS 1,000-N	Puget Sound Bcstg. Co. Inc. Rust Bldg. Broadway 4211	CBS	Vernice Irwin Vernice Irwin Earl T. Irwin	Wade Thompson Jerry Geehan Jim Wallace	Free & Peters
VANCOUVER........	KVAN (Construction permit; starts about April 1, 1939)	880	250-D	Vancouver Radio Corp. Clark National Bank Bldg.	......	Sheldon F. Sackett Walter L. Read Ricky Bras	.... Paul W. Spargo	....
WALLA WALLA......	KUJ	1370	100	KUJ, Inc. 2nd & Main Sts. 1230	......	H. E. Studebaker H. E. Studebaker M. F. Jensen	John F. Hicks Norval Armes Milton McLafferty	Cox & Tanz Sears & Ayer Biddick
WENATCHEE.......	KPQ	1500	250-LS 100-N	Wescoast Broadcasting Co. KPQ Bldg. Wenatchee 45	MBS Don Lee Pacific	Rogan Jones Cole E. Wylie Cole E. Wylie	Rudy Cornell Fred Purdom Cole E. Wylie	Blair
YAKIMA............	KIT	1250	1,000-LS 500-N	Carl E. Haymond Radio Center Bldg. 8115	MBS Don Lee Pacific	Carl E. Haymond J. A. Murphy J. A. Murphy	Chestine Pearson Harrison Miller H. B. Murphy	Blair

WEST VIRGINIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
BECKLEY...........	WJLS (Construction permit; starts about Feb. 1, 1939)	1210	250-LS 100-N	Joe L. Smith, Jr. WJLS Bldg.	......	Joe L. Smith, Jr. Joe L. Smith, Jr. James L. Cox	James L. Cox	....
BLUEFIELD.........	WHIS	1410	1,000-LS 500-N	Daily Telegraph Printing Co. 621 Commerce St. 2618	......	H. I. Shott C. H. Murphey C. H. Murphey	M. L. Barnette .... P. T. Flanagan	Katz
CHARLESTON.......	WCHS	580	1,000-LS 500-N	Charleston Broadcasting Co. 1008 Lee St. Capitol 28-131	CBS West Virginia	John A. Kennedy Howard L. Chernoff Howard L. Chernoff	Nicholas Pagliara .... Odes E. Robinson	Branham
	WGKV (Construction permit)	1500	100	Kanawha Valley Broadcasting Co. Charleston	......	W. A. Carroll	....	....
CLARKSBURG.......	WBLK	1370	100	The Exponent Co. Grand Theatre Bldg. 3040	West Virginia	John A. Kennedy Mike Layman	Don McWhorter .... W. P. Heitzman	Branham
FAIRMONT.........	WMMN	890	5,000-LS 1,000-N	Monongahela Valley Bcstg. Co. 208 Main St. Fairmont 3100	CBS	George B. Storer O. J. Kelchner O. J. Kelchner	H. A. Donahoe .... J. R. Heck	Blair
HUNTINGTON......	WSAZ	1190 L-WOAI	1,000	WSAZ Inc. Keith-Albee Theatre Bldg. 4106	......	W. C. McKellar W. C. McKellar John L. Henry	Fred Burns Vernon C. Bailey Glenn E. Chase	....
PARKERSBURG.....	WPAR	1420	100	Ohio Valley Broadcasting Corp. Grinter Bldg. 2530	CBS West Virginia	John A. Kennedy A. Rauch A. Rauch	Joe Herget Joe Herget H. H. Lance	Branham
WHEELING.........	WWVA	1160 STN-WOWO	5,000	West Virginia Bcstg. Corp. Hawley Bldg. Wheeling 5383	CBS	George B. Storer George W. Smith George W. Smith	Wayne A. Sanders .... Glenn G. Boundy	Blair
WILLIAMSON.......	WBTH (Construction permit)	1370	100-D	Williamson Bcstg. Corp. Williamson	......	Geo. W. Taylor S. W. Wagner	.... S. W. Wagner	....

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.
(Data corrected to January 1, 1939)

WISCONSIN

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Liacesee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. of Promotion Mgr. Chief Engineer	Representative
EAU CLAIRE........	WEAU	1050 L-KFBI	1,000	Central Broadcasting Co. 203 S. Barstow St. 5312	......	Walter C. Bridges John J. Stack John J. Stack	.... John J. Stack Charles B. Persons	Hollingbery
FOND DU LAC......	KFIZ	1420	100	Reporter Broadcasting Co. 18 W. 1st St. 356	Wisconsin	A. H. Lange Lynn N. Fairbanks Wm. Obrien	Lucile Fairbanks .... Wendell S. Meyers	....
GREEN BAY........	WHBY (Authorized to move to Appleton, Wis.)	1200	250-LS 100-N	WHBY Inc. Bellin Bldg. Adams 1	Wisconsin	Rt. Rev. B. H. Pennings Rev. James A. Wagner Valerian Schneider	Emlyn Owen Alfred Michel W. J. Stangel	....
	WTAQ	1330	1,000 CP-5,000-LS	WHBY Inc. Bellin Bldg. Adams 1	CBS	Rt. Rev. B. H. Pennings Rev. James A. Wagner Valerian Schneider	Emlyn Owen Alfred Michel W. J. Stangel	Reynolds-Fitzgerald
JANESVILLE........	WCLO	1200	250-LS 100-N	Gazette Printing Co. 200 E. Milwaukee St. 2500	......	Sidney H. Bliss R. L. Ferguson Val Weber	John Dixon .... Charles Brannen	....
LA CROSSE.........	WKBH	1380	1,000	WKBH Inc. 409 Main St. 450	CBS	Otto M. Schlabach Otto M. Schlabach Charles F. Callaway	Berneice Callaway Charles F. Callaway Al Leeman	Wilson
MADISON...........	*WHA	940	5,000-D	University of Wisconsin Radio Hall Badger 580	......	State of Wisconsin H. B. McCarty	H. B. McCarty H. A. Engel John Stiehl	....
	WIBA	1280	5,000-LS 1,000-N	Badger Broadcasting Co. 111 King St. Fairchild 8800	NBC	William T. Evjue W. E. Walker W. E. Walker	K. F. Schmitt .... M. F. Chapin	....
MANITOWOC.......	WOMT	1210	100	Francis M. Kadow 1110 Washington St. 167	......	Francis M. Kadow Francis M. Kadow Wm. Wester	Norman Pierce Kallow Malock W. C. Dubin	....
MILWAUKEE........	WEMP	1310	100	Milwaukee Broadcasting Co. 710 N. Plankington Ave. Marquette 7722	......	Gene T. Dyer C. J. Lanphier C. J. Lanphier	C. A. LaForce Ben Wolff Ray H. Host	....
	WISN	1120	1,000-LS 250-N	Hearst Radio Inc. 123 W. Michigan St. Daly 3900	CBS WTS	Hearst Radio Inc. G. W. Grignon Fred E. Zindler	Woods Dreyfus .... D. A. Weller	International
	WTMJ	620	5,000-LS 1,000-N	The Journal Co. 333 West State St. Marquette 6000	NBC-Red	Walter J. Damm Don B. Abert W. F. Dittman	R. G. Winnie Harry Eldred D. W. Gellerup	Petry
POYNETTE.........	WIBU	1210	250-LS 100-N	Wm. C. Forrest Poynette Poynette 97R5	Wisconsin	Wm. C. Forrest Wm. C. Forrest Wm. C. Forrest	Don Zook .... Leonard Doese	....
RACINE.............	WRJN	1370	250-LS 100-N	Racine Broadcasting Corp. American Bank Bldg. Jackson 290	......	Frank R. Starbuck H. J. Newcomb John M. Printup	R. W. Conrad .... F. Lee Dechant	McGillvra
RICE LAKE.........	WJMC (Construction permit)	1210	250-D	W. H. McGenty 401 N. Main St. 566	......	W. H. McGenty James J. McGenty James J. McGenty	Conrad Rice .... Arthur F. Johnson	....
SHEBOYGAN........	WHBL	1300	250 CP-1,000-LS	Press Publishing Co. 626 Center Ave. 1900	Wisconsin	Charles E. Broughton Harold P. Furstenau Harold P. Furstenau	Mona J. Pape .... Herbert J. Mayer	....
STEVENS POINT....	*WLBL	900	5,000-D	Regents, U. of Wisconsin State Teachers College 525	......	U. of Wisconsin F. R. Calvert	W. P. Wichmann .... H. O. Brickson	....
SUPERIOR..........	WDSM (Construction permit)	1200	100	Fred A. Baxter 1507 Tower Ave.	......	Fred A. Baxter	....	....
	WEBC	1290	5,000-LS 1,000-N	**(See Duluth, Minnesota)**				
WAUSAU............	WSAU	1370	250-LS 100-N	Northern Bcstg. Co. Inc. 113 Third St. 6521	......	W. E. Walker Wayne W. Cribb Wayne W. Cribb	Donald R. Burt Denman Arnold Roland Richardt	Reynolds-Fitzgerald

WYOMING

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
CASPER............	KDFN	1440	500	D. L. Hathaway First & Lennox Sts. 407	......	D. L. Hathaway D. L. Hathaway F. Hufsmith	Harrison Brewer Byers A. Fleming Floyd Wickencamp	Sears & Ayer Biddick
ROCK SPRINGS.....	KVRS	1370	250-LS 100-N	Wyoming Broadcasting Co. Rock Springs	......	R. R. West Ken Nielsen	.... Ken Nielsen	....
SHERIDAN..........	KWYO	1370	250-LS 100-N	Big Horn Broadcasting Co. Inc. Sheridan 601	......	R. E. Carroll H. W. Siebert Ralph Hieatt	Bill Thompson Herbert Siebert Robert Crosswaight	....

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*(Data corrected to **January 1, 1939**)*

ALASKA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Lincesee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. of Promotion Mgr. Chief Engineer	Representative
ANCHORAGE.......	KFQD	780-SH	250	Anchorage Radio Club Inc. KFQD Bldg. Green 365	......	R. E. McDonald R. E. McDonald R. E. McDonald	Kenneth Laughlin .... William J. Wagner	Biddick
FAIRBANKS.........	KFAR	610 (Construction permit; starts about Sept. 1, 1939)	1,000	Midnight Sun Broadcasting Co. Lathrop Bldg.	......	A. E. Lathrop	....	....
JUNEAU............	KINY	1430	250	Edwin A. Kraft Box 2597 197	......	Edwin A. Kraft C. B. Arnold C. B. Arnold	Wilson K. Foster .... C. Fred Heister	Northwest
KETCHIKAN........	KGBU	900	500	Alaska Radio & Service Co. Inc. KGBU Bldg. 311	......	{James A. Britton {R. W. Britton James A. Britton Robert Parshall	R. W. Britton R. W. Britton James A. Britton	....

PUERTO RICO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Lincesee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. of Promotion Mgr. Chief Engineer	Representative
MAYAGUEZ.........	WPRA	1370-SH	250-LS 100-N	Puerto Rico Advertising Co. Del Rio 26 271	......	Andres Camara Ralph P. Perry Wm. Diaz Mendez	Patricio R. Fermaintt .... Ralph Perez Perry	....
PONCE.............	WPRP	1420-SH	250-LS 100-N	Julio M. Conesa Trujillo St.	......	Julio M. Conesa	....	....
SAN JUAN..........	WKAQ	1240	1,000	Radio Corp. of Porto Rico Telephone Bldg. 2014	......	I. T. & T. Corp. J. W. G. Ogilvie J. C. Irizarry	David Brown .... A. P. Del Valle	....
	WNEL	1290	2,500-LS 1,000-N	Juan Piza 59 Brau St. 107	......	Juan Piza Juan Piza Victor Cobb	Gustavo Diaz .... William N. Greer	Broadcasting Abroad

HAWAII

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
HILO...............	KHBC	1400	250	Honolulu Broadcasting Co. Ltd. 1283 Kalanianaole St. 7877	CBS MBS	J. Howard Worrall Webley Edwards Henry C. Putnam	Earl Nielsen Henry C. Putnam Eugene T. Goldrup	Blair
HONOLULU.........	KGMB	1320	1,000	Honolulu Broadcasting Co. Ltd. P. O. Box 581 2323	CBS MBS	J. Howard Worrall Webley Edwards Henry C. Putnam	Leo Rumsey Henry C. Putnam Eugene T. Goldrup	Blair
	KGU	750 L-WJR	2,500	Advertiser Publishing Co. Ltd. Advertiser Square 2311	NBC	L. P. Thurston Marion A. Mulrony D. O. Crozier	Ed. Jansen Robert Thurston John Signer	Katz
LIHUE..............	KTOH	1500 (Construction permit; starts about July 1, 1939)	250-LS 100-N	Garden Island Publishing Co. Ltd. Lihue, Kauai 321	......	Eric A. Knudsen Charles J. Fern	....	....

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Presto Distributors & Technical Representatives for Md., Va. & D. C.—Recording Supplies

In Hawaii it's KGMB *and* KHBC

HAWAIIAN BROADCASTING SYSTEM

- **FIRST in Showmanship**
- **FIRST in Network Programs**
- **FIRST in Nationwide Transcribed Shows**
- **FIRST in Listener Preference**
- **FIRST in Coverage**

Leads 2-to-1 in Locally Produced Sponsored Shows such as Maxwell House Coffee Party • Heinz Hawaiian Serenaders • Listerine Question Box • Alka-Seltzer News • Prophylactic Brush Amateur Hour • Kolynos Man-On-The-Street • Vick's Almanac •

Leads 2-to-1 in Locally Produced Sustaining Live Talent Shows.

Leads in Sports coverage and Public Events broadcasts.

A regular schedule of Network Programs is released over KGMB and KHBC, as affiliates of the Columbia and Mutual Broadcasting Systems. Leads with such shows as Chesterfield's Burns and Allen and Paul Whiteman • Lucky Strike's Hit Parade • Wrigley's Gateway to Hollywood • and outstanding sustaining programs such as the New York Philharmonic Symphony •

To get their share in Hawaii's $142,186,243.47 Retail Market, National Advertisers send their own Transcribed Shows to KGMB and KHBC. These stations are out in the lead with Palmolive's Hilltop House • Colgate's Ask-It-Basket • General Mills' Betty and Bob • White King's Lady Courageous •

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KGMB
KGMB STAGE BROADCAST
MAXWELL HOUSE PARTY
POT LUCK SHOW SAT. 10 P.M.
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THE
HAWAIIAN BROADCASTING SYSTEM
Representatives
JOHN BLAIR & COMPANY
New York Chicago San Francisco
Los Angeles Seattle

DIRECTORY OF BROADCASTING STATIONS IN CANADA

**—Non-Commercial Stations. D—Day. N—Night.*

(Data corrected to January 1, 1939)

ALBERTA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
CALGARY...........	CFAC	930	1,000	Calgary Daily Herald Southam Bldg. R-1036	CBC Foothills	H. R. Carson Gordon S. Henry Ian B. MacDonald	Pat F. Freeman Frank E. Fleming Earle C. Connor	All-Canada Weed
	CFCN	1030	10,000	Voice of the Prairies Ltd. Toronto General Trusts Bldg. M-1161	......	H. G. Love H. G. Love E. H. McGuire	.... Chas. Nyall P. B. McCaffery	Inland Slatter
	CJCJ	690	100	Albertan Publishers Ltd. Calgary R-2001	CBC	Gordon Bell H. A. Webster J. F. Macdonald	.... R. H. Henderson	Associated
EDMONTON.........	CFRN	960	100 CP-500	Sunwapta Broadcasting Co. Ltd. C. P. R. Bldg. 2-2101	CBC	G. R. A. Rice G. R. A. Rice H. F. Nielsen	S. Lancaster G. Williamson F. G. Makeplace	McGillvra Slatter Inland
	CJCA	730	1,000	North Western Publishers Ltd. Birks Bldg. 26131	CBC Foothills	North Western Publishers Frank H. Elphicke W. T. Cranston	Norman Botterill {F. N. Johnson {Edwin Chown Hastings McMahon	All-Canada Weed
	*CKUA	580	500	University of Alberta University of Alberta 32233	CBC	University of Alberta	....	....
GRANDE PRAIRIE...	CFGP	1200	100	Northern Bcstg. Corp. Ltd. Donald Hotel 153	Foothills	Cecil L. Berry Cecil L. Berry Cecil G. Elphicke	Paul Guy Cecil G. Elphicke George Sinclair	All-Canada Weed
LETHBRIDGE.......	CJOC	950	100	Lethbridge Broadcasting Ltd. Marquis Hotel Bldg. 3872	CBC Foothills	J. C. Hutchings Gerry Gaetz Arthur Nicholl	Robert Buss Cameroy Perry Robert Reagh	All-Canada Weed

BRITISH COLUMBIA

CHILLIWACK.......	CHWK	780	100 CP-250	Chilliwack Broadcasting Co. Ltd. 16 Wellington Ave. 6106	CBC	C. Casey Wells C. Casey Wells C. Casey Wells	Ronald G. Wells Jack Pilling Jack Pilling	All-Canada Weed
KAMLOOPS.........	CFJC	880	1,000	Kamloops Sentinel Ltd. 209 Victoria St. 1000	CBC	R. E. White D. Homersham D. Homersham	R. Desmond .... L. Irwine	All-Canada McGillvra
KELOWNA..........	CKOV	630	100	Okanagan Broadcasters Ltd. Mill Ave. 200	CBC	J. W. B. Browne J. W. B. Browne Rowland Ford	Leo Trainor Hume A. Lethbridge James Browne, Jr.	Dominion Inland
NELSON............	......	1420 (Construction permit)	100	Nelson Daily News Nelson	......	R. F. Payne	....	....
PRINCE RUPERT....	CFPR	580	50	Felix E. Batt 336 Second Ave. 863	......	F. E. Batt C. H. Insulander C. H. Insulander	J. R. Stevens J. R. Stevens C. H. Insulander	All-Canada
TRAIL..............	CJAT	910	1,000	Kootenay Broadcasting Co. Ltd. 815 Victoria St. 737	CBC	B. A. Stimmel W. W. Baggs W. W. Baggs	C. R. Smith F. McDowell Eric C. Aylen	All-Canada Weed
VANCOUVER........	CBR	1100	5,000	Canadian Broadcasting Corp. C. N. R. Hotel Trinity 2511	CBC	CBC—Gladstone Murray Peter Aylen	J. R. Finlay .... N. R. Olding	CBC
	CJOR	600	500	George Clarke Chandler 846 Howe St. Trinity 5321	......	G. C. Chandler G. C. Chandler D. E. Laws	R. A. Diespecker .... H. B. Seabrook	McGillvra
	CKCD	1010	100	Vancouver Daily Province Daily Province Bldg. Seymour 2750	......	Daily Province W. G. Hassell	....	....
	CKFC	1410	50	Standard Broadcasting System Ltd. Sun Tower Trinity 3338	......	Sun Publishing Co. F. E. Rutland F. E. Rutland	I. G. Clark Noeman McSweyn A. L. Porter	....
	CKMO	1410	100	British Col. Bcstg. System Ltd. 812 Robson St. Seymour 8778	......	R. J. Sprott H. M. Cooke H. M. Cooke	R. E. Misener Phil Baldwin E. G. Rose	Associated
	CKWX	1010	100	Western Bcstg. Co. Ltd. Hotel Georgia Seymour 2288	CBC	Arthur Holstead Arthur Holstead Reg. M. Dagg	Fred C. Bass Reg. M. Dagg E. Ross MacIntyre	All-Canada Weed
VICTORIA...........	CFCT	1450	500	Victoria Broadcasting Assn. Central Bldg. Garden 2014	......	Geo. W. Deaville Geo. W. Deaville Lee Holberg	Clarence Carville .... Don Horne	McGillvra Associated

MANITOBA

BRANDON..........	CKX	1120	1,000	Manitoba Telephone System City Hall Square 4532	CBC	J. W. Lowry W. F. Seller J. B. Craig	W. Carpenter .... C. E. R. Collins	All-Canada Weed
FLIN FLON.........	CFAR	1370	100	Arctic Radio Corp. 120 Main St. 290	......	George W. Bridgman Jack C. Penson Jack C. Penson	.... Jack C. Penson Monty Bridgman	All-Canada
WINNIPEG..........	CJGX	1390	100	**(See Yorkton, Sask.)**				
	CJRC	630	1,000	James Richardson & Sons, Ltd. Royal Alexandra Hotel 92-266	CBC	James A. Richardson H. R. McLaughlin G. A. Titus	Eddie Houston Hugh Young H. R. McLaughlin	McGillvra Inland
	CKY	910	15,000	Manitoba Telephone System Telephone Bldg. 9-2191	CBC	Man. Telephone System W. H. Backhouse P. H. Gaynor	R. H. Roberts D. R. P. Coats G. H. Mills	All-Canada Weed

DIRECTORY OF BROADCASTING STATIONS IN CANADA

**—Non-Commercial Stations.* *D—Day.* *N—Night.*

(Data corrected to January 1, 1939)

NEW BRUNSWICK

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
FREDERICTON	CFNB	550	1,000–D 500–N	Jas. S. Neill & Sons Ltd. Fredericton 209	CBC	John Neill J. Stewart Neill J. Stewart Neill	C. G. Stillwell D. R. Moore T. B. Young	Weed All-Canada
MONCTON	CKCW	1370	100	Moncton Broadcasting Co. Ltd. Knights of Pythias Bldg. 1302	CBC	J. L. Black F. A. Lynds	Earl M. McCarron .... James A. White	McGillvra
SACKVILLE	CBA (Construction permit; starts about April 1, 1939)	1050	50,000	Canadian Broadcasting Corp. Sackville	CBC	Gladstone Murray	.... J. Carlisle	CBC
SAINT JOHN	CHSJ	1120	1,000–D 500–N	New Brunswick Bcstg. Co. Ltd. 23 Canterbury St. 3-2414	CBC	Howard P. Robinson L. W. Bewick George A. Cromwell	L. deB. Holly George A. Cromwell J. G. Bishop	McGillvr

NOVA SCOTIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
HALIFAX	CHNS	930	1,000	Maritime Broadcasting Co. Ltd. Lord Nelson Hotel Bishop 8318	CBC	Andrew W. Robb Wm. Coates Borrett John L. Redmond	Fletcher Coates John F. Clare A. W. Greig	All-Canada Weed
	CJHC (Construction permit)	1290	1,000	Chronicle Co. Ltd. Halifax	......	F. B. McCurdy	....	....
SYDNEY	CJCB	1240	1,000	Eastern Broadcasters Ltd. Radio Bldg. 1145	CBC	N. Nathanson N. Nathanson M. Grant	T. C. Robertson Chas. McDougall Chas. Atkinson	All-Canada McGillvra
WOLFVILLE	*CKIC	1010	50	Acadia University Wolfville 270	......	Acadia University Roy T. Steeves	Frances M. Patterson .... Roy T. Steeves	....
YARMOUTH	CJLS	1310	100	Laurie L. Smith Radio Bldg. 500	CBC	Laurie L. Smith Laurie L. Smith Laurie L. Smith	O. W. Loeb .... Laurie L. Smith	All-Canada

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Nova Scotia
Like the Sky

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Canada: All Canada Radio Facilities, Montreal & Toronto

Studios & Offices
Lord Nelson Hotel
Halifax, Nova Scotia

DIRECTORY OF BROADCASTING STATIONS IN CANADA

**—Non-Commercial Stations.* *D—Day.* *N—Night.*

(Data corrected to January 1, 1939)

ONTARIO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
BRANTFORD........	CKPC	930	100	Telephone City Broadcast Ltd. Arcade Bldg. 625	......	J. D. Buchanan J. D. Buchanan J. D. Buchanan	Hugh Bremner Hugh Bremner Hugh Clarke	All-Canada Associated
CHATHAM..........	CFCO	630	100	John Beardall Wm. Pitt Hotel 2626	CBC	John Beardall John Beardall Peter Kirkey	Ross Wright Peter Kirkey Gordon Brooks	McGillvra
COBALT............	*CKMO	1210	50	R. L. MacAdam Cobalt	......	R. L. MacAdam	....	....
FORT WILLIAM-PORT ARTHUR	CKPR	730	1,000	Dougall Motor Car Co. Ltd. Radio Hall, Fort William South 315	CBC	H. F. Dougall H. F. Dougall Bruce Hendon	Ralph Parker Jack Hughes Tom Ross	....
HAMILTON.........	CHML	1010	100	Maple Leaf Radio Co. Ltd. 36 James St. S. 2-1539	CBC	A. C. Hardy K. D. Soble F. P. Hardy	Perc LeSueur .... C. R. Snelgrove	....
	CKOC	1120	1,000-D 500-N	Wentworth Radio Bcstg. Co. Ltd. Wentworth Bldg. 2-4661	CBC	.... Gordon Anderson	....	....
KENORA............	CKCA	1420	100	Kenora Broadcasting Co. Kenricia Hotel	......	R. H. Starratt Gerald F. Bourke Leo C. DeGagne	H. Smith .... Edmund Tompkins	....
KINGSTON.........	CFRC	1510	100	Queen's University Whig Standard Bldg. 616	CBC	Queen's University James Annand James Annand	James Annand .... H. H. Stewart	Weed McGillvra
KIRKLAND LAKE....	CJKL	1310 CP-560	100 CP-1,000	Northern Broadcasting Co. Ltd. R. & E. Bldg. 27	CBC	R. H. Thomson Brian Shellon G. Tomkin	R. Irvin Jack Cooke Wm. Marks	All-Canada Weed
LONDON............	CFPL	730	100	London Free Press Printing Co. Ltd. 442 Richmond St. Metcalfe 5200	CBC	W. J. Blackburn P. H. Morris P. H. Morris	P. H. Morris .... L. J. Yorke	Dominion McGillvra
NORTH BAY........	CFCH	930	100	Northern Broadcasting Co. Ltd. Capitol Theatre Bldg. 2400	CBC	Roy H. Thomson Tom Darling Victor E. Brooks	C. O. Picirem Jack Cooke Don Bassett Allan K. Taylor	All-Canada Weed
OTTAWA............	CBO	880	1,000	Canadian Broadcasting Corp. Chateau Laurier Hotel 2-1151	CBC	CBC—Gladstone Murray W. C. Anderson	.... W. C. Anderson	CBC
	CKCO	1010	100	Dr. G. M. Geldert 272 Somerset St. W. 2-3611	CBC	Dr. G. M. Geldert Dr. G. M. Geldert Dr. G. M. Geldert	Rene Marier A. W. Ryan Ian R. Henderson	McGillvra
OWEN SOUND......	CFOS (Construction permit)	1370	100	Howard Fleming 869 Second Ave. E. 113	......	Howard Fleming	....	....
PRESCOTT..........	CFLC	930	100	Radio Ass'n. of Prescott 307 George St. 302	......	Charles Plumb	....	....
ST. CATHERINES....	CKTB	1200	100	Silver Spire Bcstg. Station Ltd. 12 Yates St. 3900	CBC	E. T. Sandell F. Pauline Smyth	J. Bernard Mitchell .... W. H. Allen	Dominion
SAULT STE. MARIE.	CJIC	1500	100	J. G. Hyland & J. C. Whitby Windsor Hotel 360	CBC	J. G. Hyland J. G. Hyland J. G. Hyland	J. C. Whitby J. G. Hyland S. C. Cusack	McGillvra
STRATFORD........	CJCS	1210	50	Central Broadcasting Co. Windsor Hotel 1675	......	F. M. Squires F. M. Squires S. E. Tapley	Charles Tretheway I. B. Netherby W. J. Stauffer	All-Canada Weed
SUDBURY...........	CKSO	780	1,000	Sudbury Star Publishing Co. 21 Elgin St. 280	CBC	W. E. Mason W. J. Woodill W. J. Woodill	J. R. Fuller .... L. Parkes	....
TIMMINS...........	CKGB	1420 CP-1440	100 CP-1,000	Northern Broadcasting Co. Ltd. 7 Spruce St. 500	CBC	R. H. Thomson William Wren William Wren	Murray Morrison Donald Bassett Ed. Ryan	All-Canada Weed
TORONTO..........	CBL	840	50,000	Canadian Broadcasting Corp. 805 Davenport Rd. Lakeside 2817	CBC NBC	CBC—Gladstone Murray Jack R. Radford E. A. Weir	.... E. A. Weir W. C. Little M. Wherry	CBC
	CBY	960	100	Canadian Broadcasting Corp. 805 Davenport Rd. Lakeside 2817	CBC	CBC—Gladstone Murray J. R. Radford	.... Wm. Little	CBC
	CFRB	690	10,000	Rogers Radio Bcstg. Co. 37 Bloor St. W. Midway 3515	CBS	E. S. Rogers Harry Sedgwick E. L. Moore	Roy Locksley .... Jack Sharpe	McGillvra
	CKCL	580	100	Dominion Battery Co. Ltd. 444 University Ave. Adelaide 1014	CBC	Henry S. Gooderham A. E. Leary A. E. Leary	M. D. Rapkin .... E. O. Swan	....
WATERLOO-KITCHENER	CKCR	1510	100	K-W Broadcasting Co. Waterloo Trust Bldg. 4360	......	W. C. Mitchell G. Liddle W. C. Mitchell G. Liddle	Phil Clayton W. C. Mitchell Ion Hartman	Dominion
WINDSOR..........	CKLW	1030	5,000	Western Ontario Bcstg. Co. Ltd. Guaranty Trust Bldg. 4-1155	MBS CBC	Malcolm G. Campbell J. E. Campeau L. J. DuMahaut	John Gordon Gordon B. Castle William J. Carter	McGillvra Roesler
WINGHAM..........	CKNX	1200	100	Wingham Radio Club Fields Bldg. 158	......	W. T. Cruickshank W. T. Cruickshank B. Howard Bedford	John Cruickshank Harry J. Boyle Scott Reid	McGillvra

DIRECTORY OF BROADCASTING STATIONS IN CANADA

**—Non-Commercial Stations.* *D—Day.* *N—Night.*

(Data corrected to January 1, 1939)

PRINCE EDWARD ISLAND

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
CHARLOTTETOWN..	CFCY	630	1,000	Island Radio Bcstg. Co. Ltd. Brace Bldg. 741	CBC	Lt. Col. K. S. Rogers Lt. Col. K. S. Rogers L. A. McDonald	L. A. McDonald L. A. McDonald John Q. Adams	All-Canada McGillvra
	CHCK	1310	50	J. A. Gesner Charlottetown	......	J. A. Gesner M. H. F. Young	....	....
SUMMERSIDE......	CHGS	1450	50	R. T. Holman Ltd. 190 Water St. 134	CBC	H. T. Holman R. L. Mollison J. E. Millman	J. E. Millman J. E. Millman W. R. Cannon	Associated All-Canada

QUEBEC

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
CHICOUTIMI........	CBJ	1120	100	Canadian Broadcasting Corp. Chicoutimi Saguenay, Quebec 155	CBC	CBC—Gladstone Murray Vilmond Fortin Vilmond Fortin	Vilmond Fortin .... J. E. Roberts	CBC
HULL...............	CKCH	1210	100	Hull Broadcasting Co. 85 Champlain Ave. 2-1701	CBC	Josaphat Pharand Alexander Dupont Paul Cormier	Alexander Dupont .... J. L. Champagne	Dominion
MONTREAL.........	CBF	910	50,000	Canadian Broadcasting Corp. 1231 St. Catherine St. W. Marquette 5211	CBC NBC	CBC—Gladstone Murray Maurice Goudrault J. Arthur Dupont	Aurele Seguin .... G. E. Sarault	CBC
	CBM	1050	5,000	Canadian Broadcasting Corp. 1231 St. Catherine St. W. Marquette 5211	CBC NBC	CBC—Gladstone Murray Maurice Gaudrault J. A. Dupont	Aurele Seguin .... G. E. Sarault	CBC
	CFCF	600	500	Canadian Marconi Co. 1231 St. Catherine St. W. Marquette 7086	NBC CBC	Reginald Brophy Victor F. Nielsen Victor F. Nielsen	James A. Shaw Ernest H. Smith Kenneth R. Paul	All-Canada, Weed
	CHLP	1120	100	La Patrie Publishing Co. Ltd. Sun Life Bldg. Plateau 5225	CBC	P. R. du Tremblay Marcel Lefebvre Marcel Lefebvre	.... F. F. Tambling	....
	CKAC	730	5,000	Montreal LaPresse 980 St. Catherine St. W. Marquette 3611	CBS	P. R. du Tremblay L. Phil Lalonde L. Phil Lalonde	Yves Bourassa Louis Leprohon Leonard Spencer	McGillvra
NEW CARLISLE.....	CHNC	960	1,000	Gaspesia Broadcasting Co. Ltd. New Carlisle 38	CBC	Dr. Charles Houde Dr. Charles Houde Dr. Charles Houde	J. Lionel Allard Viateur Bernard J. R. McGough	McGillvra
QUEBEC............	CBV	950	1,000	Canadian Broadcasting Corp. Chateau Frontenac 5658	CBC	CBC—Gladstone Murray A. H. Houde	.... Charles Frenette	CBC
	CHRC	580	100	CHRC Ltd. Victoria Hotel 2-8170	......	Emile Fontaine J. N. Thivierge J. N. Thivierge	J. N. Thivierge J. A. Hardy Oscar Marcoux	McGillvra
	CKCV	1310	100	CKCV Ltd. 142 St. John St. 2-1585	CBC	Herve Baribeau Paul LePage Paul LePage	Jean Nel .... Charles Frenette	....
RIMOUSKI..........	CJBR	1030	1,000	J. A. Brilliant 1 St. John St. 119	CBC	J. A. Brilliant G. A. Lavoie Lucien Bertrand	P. E. Corbeil G. A. Lavoie Raymond Laine	All-Canada McGillvra
ROUYN.............	CKRN (Construction permit)	1370	100	La Cie Radiodiffusion Rouyn-Noranda Ltee.	......	....	....	....
STE-ANNE DE LA POCATIERE.......	CHGB (Construction permit)	1200	100	G. T. Desjardins Ste-Anne de la Pocatiere	......	G. T. Desjardins G. H. Bouchard G. H. Bouchard	G. T. Desjardins .... G. T. Desjardins	....
SHERBROOKE......	CHLT	1210	100	La Tribune Ltd. 5 Marquette St. 2071	......	Jacob Nicol A. Gauthier R. Bayeur	L. Bachand H. Delorme C. Charlebois	Dominion
THREE RIVERS.....	CHLN	1420	100	Le Nouvelliste Ltd. Three Rivers 3000	......	Emil Jean Georges E. Bourassa Georges E. Bourassa	.... Georges E. Bourassa Leon Trepanier	Williams

SASKATCHEWAN

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
MOOSE JAW.......	CHAB	1200	100 CP-250-D	CHAB Ltd. Grant Hall Hotel 2377	CBC	A. E. Jacobson H. C. Buchanan L. A. Bourgeois	S. J. Boyling G. E. Walker A. E. Jacobson	All-Canada Weed
NORTH BATTLEFORD............	CHNB (Construction permit)	1420	100	C. R. McIntosh North Battleford	......	C. R. McIntosh	....	....
PRINCE ALBERT....	CKBI	1210	100	L. E. Moffat & R. E. Price Sanderson Block 3133	CBC	Partnership R. E. Price W. R. Hart	Gerald Prest W. R. Hart L. E. Moffat	All-Canada Weed
REGINA.............	CJRM	540	1,000	James Richardson & Sons Ltd. Saskatchewan Life Bldg. 8424	CBC Prairie	James A. Richardson Fred J. Scanlan Bruce Pirie	Don Wright .... A. W. Hooper	McGillvra Inland
	CKCK	1010	1,000	Leader-Post Ltd. Leader-Post Bldg. 8525	CBC	Victor Sifton M. V. Chesnut A. J. Balfour	W. A. Speers D. A. McMillan E. A. Strong	All-Canada
SASKATOON........	CBK (Construction permit; starts about March 1, 1939)	540	50,000	Canadian Broadcasting Corp. Saskatoon	CBC	CBC—Gladstone Murray	....	CBC
	CFQC	840	1,000	A. A. Murphy & Sons Ltd. 216 First Ave. N. 7282	CBC	A. A. Murphy A. A. Murphy Vernon Dallin	Cy Cairns Cy Cairns Stan Clifton	Slatter McGillvra Inland
YORKTON..........	CJGX	1390	100	James Richardson & Sons Ltd. Royal Alexandra Hotel, Winnipeg Winnipeg 92-266	CBC	James A. Richardson H. R. McLaughlin George A. Titus	Eddie Houston Rusty Young H. R. McLaughlin	McGillvra Inland

NORTHWEST TERRITORY

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
AKLAVIK...........	CJCU	1210	50	Dept. of Mines & Resources Ottawa, Ont.	......	....	....	....

Directory of
Transcription, Recording, Program Producing, Script and Talent Services

Because of interchangeable nature of services offered by various companies in combination fields, these directories are herewith combined. For reference convenience it is suggested the type of service desired be located by first consulting the column headed "Nature of Service."

*** Indicates concern has own pressing plant; practically all "Production" services have facilities for transcriptions.**

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
A. A. RECORDING STUDIO	**New York City**	**3543 Broadway**	**Edgecombe 4-7600**	**Leslie C. Boyd**	**Recording service, air checks**
A D L Co.	Chicago, Ill.	4334 Kenmore Ave.	Wellington 3267	....	Recording service
A. & W. Sound Service	Columbus, O.	138 W. 4th Ave.	University 7508	J. E. Anderson	Recording service, air checks
Acme Dramatic Enterprises	Cincinnati, O.	4204 33rd St.	Melrose 1679	Edward F. Medosch	Production
Advertisers' Recording Service, Inc.	New York City	113 W. 57th St.	Circle 6-6540	Frank McDonnell	Recording service, air checks
Aerogram Corp.	Hollywood, Cal. New York City Chicago, Ill. Cleveland, O.	1611 Cosmo St. 30 Rockfeller Plaza 228 N. La Salle St. 1635 E. 25th St.	Hillside 7211 Circle 7-0650 State 5096 Prospect 2922	Curtis Bird W. H. Voeller Fred Jones Alonzo Hawley	Production, transcriptions
Air Features, Inc.	New York City	247 Park Ave.	Wickersham 2-0077	J. E. Sauter	Production
Air Shows, Inc.	Chicago, Ill.	220 S. State St.	Kenwood 8492	Abbott Ross	Production
Akers-Humphrey Productions, Inc.	Hollywood, Cal.	1611 Cosmo St.	Hillside 7211	Jerry Akers	Production
ALL-CANADA RADIO FACILITIES LTD.	**Toronto, Ontario Montreal, Quebec Winnipeg, Manitoba Calgary, Alberta Vancouver, B. C.**	**Victory Bldg. Dominion Square Bldg. Telephone Bldg. Southam Bldg. 541 Georgia St. West**	**Elgin 2464 Lancaster 6500 92-191 R-2021 ....**	**G. F. Herbert Burt Hall P. H. Gayner F. W. Cannon John E. Baldwin**	**Transcriptions, production, scripts**
Allan-Alsop-Eddy Radio Recording Corp.	New York City	29 W. 57th St.	Eldorado 5-0780	James H. Allan	Recording, production
Charles H. Allen Agency	New York City	RKO Bldg.	Circle 7-4124	Charles H. Allen	Artist representation
SHERRY ALLEN	**New York City**	**1585 Broadway**	**Circle 5-6158**	**Sherry Allen**	**Artist representation**
Norman Alexandroff & Co.	Chicago, Ill.	410 S. Michigan Ave.	Wabash 6762	Norman Alexandroff	Production, scripts
ALLIED PHONOGRAPH & RECORD MFG. CO.	**Hollywood, Cal.**	**1041 N. Las Palmas**	**Hollywood 5107**	**Louis I. Goldberg**	***Transcription processing, phonograph records, electrical reproducers**
Allied Radio Corp.	Chicago, Ill.	833 W. Jackson Blvd.	Haymarket 6800	Le Roy Beier	Recording service
American Artists League	Cleveland, O.	10622 Kimberley Ave.	Potomac 1718	Jerome Siegel	Scripts
American Foundation for the Blind, Inc.	New York City	15 W. 16th St.	Chelsea 3-2821	J. O. Kleber	Talking book records and machines
AMERICAN RECORD CORP. (Subsidiary of CBS)	**New York City Hollywood, Cal. Chicago, Ill.**	**1776 Broadway 6624 Romaine St. 215 W. Ohio St.**	**Circle 5-7300 Granite 4134 Delaware 8263**	**Edward Wallerstein G. W. Yates S. J. Hein**	***Transcriptions, phonograph records**
American Record Corp. of California	Hollywood, Cal. Los Angeles, Cal. San Francisco, Cal. Seattle, Wash.	6624 Romaine St. 1206 Maple Ave. 355 Ninth St. 3127 Western Ave.	Granite 4134 Prospect 6301 Hemlock 3361 Garfield 5840	G. W. Yates P. G. Peppin .... A. E. Muir	*Transcription processing, recording
Armand-L'Estelle	Chicago, Ill.	410 S. Michigan Ave.	Harrison 3435	Estelle A. Lutz	Talent bookings, scripts
Artists & Authors Corp. of America	Los Angeles, Cal.	8611 Sunset Blvd.	Oxford 2371	Arthur Landau	Talent bookings, scripts
Artists Management Bureau, Inc.	New York City	17 E. 45th St.	Murray Hill 2-1888	Miss Jeanne Cohen	Talent and orchestra bookings
Associated Broadcasting Co., Ltd.	Montreal, Quebec Toronto, Ontario	Dominion Sq. Bldg. Hermant Bldg.	Belair 3325 Elgin 3345	Martin Maxwell E. A. Byworth	Transcriptions, production, scripts, talent
ASSOCIATED MUSIC PUBLISHERS, INC.	**New York City**	**25 W. 45th St.**	**Bryant 9-0847**	**M. E. Tompkins**	**Transcription Library, production, scripts**
Associated Radio Artists	New York City	1650 Broadway	Circle 7-4452	Harry W. Lawrence	Talent bookings, orchestras
Associated Radio Producers	Chicago, Ill.	540 N. Michigan Ave.	Superior 8636	Stuart Haydon	Production, scripts
ASSOCIATED RECORDED PROGRAM SERVICE	**New York City**	**25 W. 45th St.**	**Bryant 9-0847**	**M. E. Tompkins**	**Production**
Associated Radio Writers, Inc.	Boston, Mass.	137 Newbury St.	Commonwealth 2385	Ralph L. Rogers	Scripts
Associated Transcriptions of Hollywood	Hollywood, Cal.	6604 Melrose Ave.	Walnut 4736	Harry F. Walstrum	Production, transcriptions, air checks
AUDIO-SCRIPTIONS, INC.	**New York City**	**1619 Broadway**	**Circle 7-7690**	**Ezekiel Rabinowitz**	**Air checks, recording service**
Don Avlon's Greek Hour	New York City	414 W. 57th St.	Circle 7-7188	Don Avlon	Greek programs
Ayers-Prescott	New York City	917 RKO Bldg.	Columbus 5-2482	S. Kirby Ayers	Production
Baldwin Recording Studios, Inc.	New York City	17 W. 46th St.	Bryant 9-8592	C. Paul Baldwin	Recording service, production
David S. Ballou Productions	Los Angeles, Cal.	5827 Gregory Ave.	Gladstone 0394	David S. Ballou	Production
Batchelor Enterprises, Inc.	New York City Hollywood, Cal.	234 W. 44th St. 8782 Sunset Blvd.	Bryant 9-9089 Crestview 18181	Walter Batchelor Howard Reilly	Talent bookings
Bell Syndicate, Inc.	New York City	247 W. 43rd St.	Chickering 4-1690	Henry M. Snevily	Newspaper features adaptable to radio
Better Bakers' Bureau	New York City	113 W. 42nd St.,	Bryant 9-5807	M. I. White	Scripts for bakery programs
WALTER BIDDICK CO. (Radio Programs Division)	**Los Angeles, Cal.**	**Chamber of Commerce Bldg.**	**Richmond 6184**	**T. N. Turner**	**Transcriptions, production, scripts**

(Continued on page 174)

EVERY YEAR A RECORD!

Every year of this Company's existence has set a new record—a record in service to the stations which avail themselves of our recorded program service as well as a record in achievement for ourselves.

When radio stations for four successive years, or three, or even two years continuously have used our service, there can be but one reason. These stations get from us, year in and year out, the recorded programs they want, their audiences want, and their local sponsors want, at prices that return them dividends.

We originally offered our recorded library to broadcasters in August, 1935. Every year since has established a new record with us, and the record shown below is evidence of satisfaction on the part of our subscribers. Look these records over!

FOURTH YEAR SUBSCRIBERS ✱ ✱ ✱ ✱

KFWB	Los Angeles	WEAN	Providence	WGR	Buffalo
WNAC	Boston	WHEC	Rochester	WKBW	Buffalo
WAAB	Boston	WICC	Bridgeport	WXYZ	Detroit

THIRD YEAR SUBSCRIBERS ✱ ✱ ✱

KEHE	Los Angeles	KTSA	San Antonio	WJBK	Detroit
KFH	Wichita	KVOD	Denver	WMAS	Springfield
KGMB	Honolulu	WBNS	Columbus	WLW-WSAI	Cincinnati
KLZ	Denver	WCPO	Cincinnati	WTCN	Minneapolis
KMOX	St. Louis	WFIL	Philadelphia	WTHT	Hartford
KSL	Salt Lake City	WINS	New York City	WTMV	East St. Louis

SECOND YEAR SUBSCRIBERS ✱ ✱

KGFJ	Los Angeles	WFAM-WSBT	South Bend	WOL	Washington
KNX	Los Angeles	WHBU	Anderson	WOOD-WASH	Grand Rapids
KOIN	Portland	WHN	New York City	WRNL	Richmond
KALE	Portland	WIND	Gary	2 UW	Sydney
KYA	San Francisco	WIOD	Miami	3 DB	Melbourne
WADC	Akron	WKAT	Miami Beach	5 AD	Adelaide
WATL	Atlanta	WMPS	Memphis	6 IX	Perth
WAPI	Birmingham	WNOX	Knoxville	4 BK	Brisbane

FIRST YEAR SUBSCRIBERS ✱

KARM	Fresno	WGTM	Wilson	WNAX	Yankton
KFYR	Bismarck	WGRC	New Albany	WNBX	Springfield
KOCY	Oklahoma City	WHAS	Louisville	WNEW	New York City
KROC	Rochester	WHB	Kansas City	WOC	Davenport
KXOK	St. Louis	WHIP-WWAE	Hammond	WOKO	Albany
KYSM	Mankato	WHDL	Olean	WABY	Albany
WABC	New York City	WICA	Ashtabula	WPIC	Sharon
WBBM	Chicago	WJMS	Ironwood	WRAK	Williamsport
WBZ-WBZA	Boston	WJTN	Jamestown	WSJS	Winston-Salem
WCHV	Charlottesville	WKOK	Sunbury	WSYR	Syracuse
WFBM	Indianapolis	WLLH	Lowell	WTNJ	Trenton
WFBR	Baltimore	WMBC	Detroit	WTOL	Toledo
WGAN	Portland	WMFJ	Daytona Beach	W8XWJ	Detroit

What's Your Record?

The Aristocrat of the Turntable

ASSOCIATED
RECORDED PROGRAM
Service

ASSOCIATED MUSIC PUBLISHERS, INC., 25 WEST 45th STREET, NEW YORK CITY

Directory of Transcription, Producing and Talent Services

(Continued from page 172)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Joseph Bloom	New York City	19 W. 44th St.	Vanderbilt 3-8950	Joseph Bloom	Talent bookings
Bob Brandies Agency	Hollywood, Cal.	8776 Sunset Blvd.	Oxford 7238	Bob Brandies	Talent, production
BROADCAST PRODUCERS OF N. Y., INC.	**New York City**	**501 Madison Ave.**	**Eldorado 5-9300**	**Geo. W. Dan Junas**	***Transcriptions, production, air-checks**
E. V. Brinckerhoff & Co. Inc.	New York City	29 W. 57th St.	Plaza 3-3015	V. Meeker	*Recording service, production
BROADCASTERS MUTUAL TRANSCRIPTION SERVICE, INC. **Technisonic Recording Laboratories**	**St. Louis, Mo.**	**818 S. Kingshighway**	**Franklin 2060**	**James M. Althouse**	**Recording service**
Kenneth Burton Radio Productions	New York City	2 Sutton Place, S.	Plaza 8-1197	Kenneth Burton	Production
Canadian Broadcast Co.	Montreal, Quebec	1231 St. Catherine St., W.	Harbour 8875	Rupert Caplan	Production, scripts
Champion Recording Service	New York City	17 W. 60th St.	Columbus 5-4445	Joy J. Pierri	Recording service
Bruce Chapman Co.	New York City	145 W. 41st St.	Wisconsin 7-2179	Bruce Chapman	Production, scripts, talent bookings
Chase & Ludlam	New York City	30 Rockefeller Plaza	Circle 7-4366	Frank Chase George Ludlam	Production, scripts
Chicago Recording Studios, Inc.	Chicago, Ill.	64 E. Jackson Blvd.	Webster 7288	Wilber L. Buchanan	Recording service, production
Chicago Tribune-New York News Syndicate	New York City Chicago, Ill.	220 E. 42nd St. Tribune Tower	Murray Hill 2-1243 Superior 0100	Arthur W. Crawford	Newspaper features adaptable to broadcasting
CLARK PHONOGRAPH RECORD CO., INC.	**Newark, N. J.**	**216 High St.**	**Humboldt 2-0880**	**George H. Clark**	***Transcriotion processing, phonograph records**
Ted Collins	New York City	1819 Broadway	Circle 7-0094	....	Talent, production
COLUMBIA ARTISTS INC. **(Subsidiary of Columbia Broadcasting System)**	**New York City**	**485 Madison Ave.**	**Wickersham 2-2000**	**Herbert I. Rosenthal**	**Talent bookings**
COLUMBIA CONCERTS CORP. **(Subsidiary of Columbia Broadcasting System)**	**New York City** **Chicago, Ill.** **Hollywood, Cal.**	**113 W. 57th St.** **Wrigley Bldg.** **Columbia Square**	**Circle 7-6900** **Whitehall 6000** **Hollywood 7181**	**Arthur Judson** **Arthur Wisner** **W. Arthur Rush**	**Artist management**
COLUMBIA MANAGEMENT OF CALIFORNIA, INC.	**Hollywood, Cal.**	**Columbia Square**	**Hollywood 6365**	**W. Arthur Rush**	**Talent bookings**
COLUMBIA TRANSCRIPTION SERVICE **(Division of American Record Corp.)**	**New York City** **Chicago, Ill.**	**1776 Broadway** **952 N. Michigan Blvd.**	**Circle 5-7300** **Delaware 8263**	**Max Michel** **Girard D. Ellis**	***Transcription processing, production, recordings**
Commercial Recording Studios	New York City	117 W. 48th St.	Pennsylvania 6-0864	Stanley Goreck	Recording service
Commercial Recording Studios	Philadelphia, Pa.	2047 N. Wanamaker St.	Greenwood 8823	L. S. Gross	Recording service, air checks
The Compo Co., Ltd.	Lachine, Quebec	131 18th Ave.	Dexter 0905	E. M. Kirke Boyd	*Transcriptions, phonograph records
Conquest Alliance Co., Inc.	New York City Chicago, Ill.	515 Madison Ave. 203 N. Wabash Ave.	Plaza 3-5650 State 3348	A. M. Martinez A. V. Bamford	Transcriptions, production, scripts
Consolidated Radio Artists, Inc.	New York City Chicago, Ill. Hollywood, Cal. Cleveland, O. Dallas, Tex. San Francisco, Cal.	30 Rockefeller Plaza 32 W. Randolph St. 8555 Sunset Blvd. 838 Keith Bldg. 109 N. Akard St. 111 Sutter St.	Columbus 5-3580 Franklin 8300 Oxford 1005 Main 3454 7-9384 Exbrook 8033	Charles E. Green Stanford Zucker Lou Irwin Ben Zucker Bob Sanders Larry Allen	Orchestra and talent bookings
Continental Radio Productions	Hollywood, Cal.	1611 Vista del Mar	Hillside 9822	H. A. Wohl	Production
J. Ralph Corbett	Cincinnati, O.	Carew Towers	Parkway 1463	J. R. Corbett	Production, scripts
Crawford, Winslow, Curtis, Inc.	Los Angeles, Cal.	6022 Wilshire Blvd.	Webster 7181	Jimmie Friedman Lou Bolton	Talent bookings
Everett N. Crosby, Inc.	Hollywood, Cal.	9028 Sunset Blvd.	Crestview 1-1171	Pete de Lima	Production, scripts, talent
Paul Cruger & Associates	Hollywood, Cal.	5800 Cartlon Way	Hollywood 9352	Paul Cruger	Production, scripts
D'Arcy Laboratories	Chicago, Ill.	421 S. Wabash St.	Webster 0914	E. W. D'Arcy	*Recording service
DECCA RECORDS, INC.	**New York City** **Chicago, Ill.** **New Orleans, La.** **St. Louis, Mo.** **San Francisco, Cal.** **Boston, Mass.**	**50 W. 57th St.** **22 W. Hubbard St.** **517 Canal St.** **992 Pine St.** **105 Market St.** **25 Brighton Ave.**	**Columbus 5-5662** **Delaware 8800** **Raymond 1924** **Central 0199** **Garfield 3324** **Algonquin 3110**	**C. D. MacKinnon** **Sellman Schulz** **R. N. McCormack** **J. Turner** **L. C. Gilman** **Jack Meyerson**	***Phonograph recording, transcription recording**
Dolan & Doane, Inc.	Hollywood, Cal.	8905 Sunset Blvd.	Crestview 19185	Ken Dolan	Talent bookings, production
Dominion Broadcasting Co.	Toronto, Ontario	4 Albert St.	Adelaide 3383	Hal B. Williams	Transcriptions
Harry S. Dube	New York City	RKO Bldg.	Columbus 5-7035	J. Knight	Talent, scripts, production
Earnshaw Radio Productions (Earnshaw-Young, Inc.)	Hollywood, Cal.	1031 S. Broadway	Prospect 2618	H. Lewis Earnshaw	Production, scripts
Amory Eckley Agency	Hollywood, Cal.	8736 Sunset Blvd.	Oxford 7105	Amory Eckley	Talent bookings, scripts
Gus C. Edwards—Artists Representative	Chicago, Ill.	First National Bank Bldg.	State 4699	Gus C. Edwards	Talent bookings
Electro-Vox Recording Studios	Hollywood, Cal.	5546 Melrose Ave.	Gladstone 2189	Bert B. Gottschalk	Recording service
W. M. Ellsworth	Chicago, Ill.	75 E. Wacker Drive	Central 0942	W. M. Ellsworth	Talent bookings
EMPIRE BROADCASTING CORP.	**New York City**	**480 Lexington Ave.**	**Plaza 8-3360**	**Eugene Bresson**	**Production, scripts, transcriptions**
Howard Esary Radio Productions	Hollywood, Cal.	553 S. Western Ave.	Drexel 7331	Howard Esary	Production

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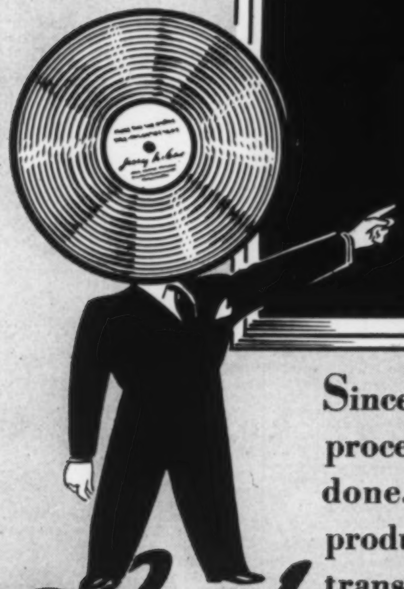
CLARK CRAFTMANSHIP SPELLS

Q-U-A-L-I-T-Y

T-R-A-N-S-C-R-I-P-T-I-O-N

P-R-O-C-E-S-S-I-N-G



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Directory of Transcription, Producing and Talent Services

(Continued from page 174)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Evans & Salter, Inc. (Division of Columbia Concerts Corp.)	New York City	113 W. 57th St.	Circle 7-6900	Lawrence Evans Jack Salter	Talent bookings
Famous Artists Corp.	Beverly Hills, Cal.	9441 Wilshire Blvd.	Crestview 1-5222	Harry E. Edington	Talent bookings
Fanchon & Marco Agency, Inc.	New York City Los Angeles, Cal.	30 Rockefeller Plaza 5600 Sunset Blvd.	Circle 7-5630 Hollywood 5341	Samuel Shayon Ben Black	Talent bookings, production
Featured Artists Service, Inc.	New York City	247 Park Ave.	Plaza 5-5044	Robert Goldstein	Production, scripts, talent (handles shows originated by Blackett-Sample- Hummert, Inc.)
Fidelity Recording Co.	Baltimore, Md.	218 N. Liberty St.	Calvert 1999	L. G. Rosenheim, Jr.	Recording service
Fidelity Sound Studios	Los Angeles, Cal.	3819 Wilshire Blvd.	Fitzroy 7520	Neil P. Jack	Recording service
Field, Moses & Jones, Inc.	New York City	730 Fifth Ave.	Circle 6-2677	John Moses	Talent bookings
Fields Brothers Enterprises	Hollywood, Cal.	6253 Hollywood Blvd.	Hollywood 7305	Leo Fields Harry D. Fields	Production
Irving Fogel & Associates, Inc.	Hollywood, Cal.	1041 N. Las Palmas Ave.	Gladstone 8172	Irving Fogel	Production
Bernie Foyer	New York City	1540 Broadway	Bryant 9-2030	Bernie Foyer	Production, scripts, talent
Gags, Inc.	New York City	48 W. 48th St.	Bryant 9-0919	A. J. Fisher	Scripts
General Broadcasting System	Detroit, Mich. Cleveland, O.	Buhl Bldg. Bulkley Bldg.	Cherry 0400 Prospect 4735	Donald C. Jones Samuel C. Jones	Production, recording service
Gennett Records (Division, The Starr Piano Co.)	Richmond, Ind. New York City Los Angeles, Cal.	Richmond 729 Seventh Ave. 1344 S. Flower St.	1117 Bryant 9-5543 Prospect 2035	R. T. Connor T. J. Valentino Harry Gennett, Jr.	*Recorded sound effects library
German-American Broadcasting Co.	Philadelphia, Pa.	Turners Bldg.	Livingston 2328	Willy Seuren	Foreign language programs
Bruce Gilbert Productions, Ltd.	Hollywood, Cal.	1742 Laurel Canyon Blvd.	Granite 5532	Bruce Gilbert	Production
Harry S. Goodman	New York City Chicago, Ill.	420 Madison Ave. 134 N. LaSalle St.	Wickersham 2-3338 Randolph 5263	H. S. Goodman Harold Krelstein	Production, scripts
Gordoni & Lee Radio Productions	Chicago, Ill. Hollywood, Cal.	Hotel Crillon 6331 Hollywood Blvd.	Calumet 6979 Granite 3171	Lillian Gordoni Norman Millen	Production, scripts, talent
Max Graf Productions	San Francisco, Cal.	1040 Geary St.	Ordway 3671	Max Graf	Syndicated transcriptions, production, scripts
David E. Green Associates	New York City	551 Fifth Ave.	Murry Hill 2-1555	David E. Green	Production, scripts
Jean V. Grombach, Inc.	New York City	113 W. 57th St.	Circle 6-6540	Jean V. Grombach	Transcriptions
Grow & Pitcher Broadcasting Agencies	Calgary, Alberta Toronto, Ontario Hamilton, Ontario	127 Seventh Ave. E. 100 Adelaide St. W. 48 Balmoral	M 5204 Waverly 2036 4-6519	M. H Pitcher D. S. Grow Claude Bissell	Production, transcriptions, talent
Guild Productions, Inc.	Cleveland	3910 Carnegie Ave.	Henderson 3320	William A. D. Millson	Production
George E. Halley	Chicago, Ill.	400 Deming Place	Diversy 4400	George E. Halley	Handles National Program Sales for KMBC, Kansas City
Mark Hanna	New York City	654 Madison Ave.	Regent 4-6250	Mark Hanna	Talent bookings
Harris & Steele, Inc.	New York City	1270 6th Ave.	Circle 7-3715	Ben K. Pratt	Production, scripts, talent
Harris Radio Productions	Salt Lake City, Utah	First Natl. Bank Bldg.	Wasatch 1373	R. L. Brainard	Recording service
Harrison Recording Studios	New York City	1650 Broadway	Circle 5-8390	Harry Harrison	Recording service
Harvey & Howe, Inc.	Chicago, Ill.	919 N. Michigan Ave.	Delaware 1155	W. S. Harvey, Jr.	Production, talent
John Eugene Hasty	Larchmont, N. Y.	2 Rochelle Rd.	223	John E. Hasty	Scripts
John B. Hatch Associates	Salem, Mass.	Salem	Commonwealth 0466	John B. Hatch	Production, scripts
Leland Hayward, Inc.	New York City Beverly Hills, Cal.	654 Madison Ave. 9200 Wilshire Blvd.	Regent 4-7000 Crestview 1-5151	Leland Hayward James Cowan	Artist representation
Heffelfinger Radio Features	New York City	522 Fifth Ave.	Murray Hill 2-1379	C. H. Pearson	Scripts
Hesse & McCaffrey	New York City	501 Madison Ave.	Eldorado 5-1076	Nelson S. Hesse William McCaffrey	Talent bookings
Jack Holden Co.	Chicago, Ill.	165 W. Wacker Drive	Central 2971	Jack Holden	Production, scripts
Hollywood Recorders	Hollywood, Cal.	6808 Fountain Ave.	Hollywood 6482	Kenneth A. Smith	Recording service
Hollywood Recording Co.	Hollywood, Cal.	1731 N. Highland Ave.	Hillside 3097	John Hirsch	Recording, production
Hood Educational Broadcasts, Inc.	New York City	142 E. 32nd St.	Murry Hill 4-8777	Archer L. Hood	Educational programs
Constance Hope Associates	New York City	673 Fifth Ave.	Plaza 3-3390	Constance Hope	Artist representation
Intercontinental Audio Video Corp.	New York City	9 Rockefeller Plaza	Circle 7-4560	Winton L. Miller, Jr.	Production, scripts
Lou Irwin Inc. Agency	Hollywood, Cal.	8555 Sunset Blvd.	Oxford 1005	Lou Irwin	Production, talent
Jacky & Thorndyke	Chicago, Ill.	520 N. Michigan Ave.	Delaware 3262	George Thorndyke	Production
Jewish Radio Zone Advertising Co.	New York City	110 W. 40th St.	Pennsylvania 6-0043	Benjamin Waxelbaum	Jewish programs
Archie Josephson Enterprises, Inc.	Hollywood, Cal.	6624 Romaine St.	Granite 4134	Archie Josephson	Transcription, phonograph record service
Kasper-Gordon Studios, Inc.	Boston, Mass.	140 Boylston St.	Devonshire 7357	Aaron S. Bloom Edwin H. Kasper	Production, scripts
INTERNATIONAL RADIO PRODUCTIONS (Transcription Div., International Radio Sales)	**New York City**	**20 E. 57th St.**	**Plaza 8-2600**	**Loren L. Watson**	**Production**
Jesse L. Kaufman, Inc.	New York City	22 West 48th St.	Pennsylvania 6-2409	Jesse L. Kaufman	Production, scripts
Frank Kay Recording Studios	New York City	156 W. 44th St.	Longacre 5-1995	Frank Kay	Recording service
Mayfield Kaylor Radio Productions	Hollywood, Cal.	1041 N. Las Palmas Ave.	Hollywood 5107	Mayfield Kaylor	Production

(Continued on page 178)

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If results from your transcribed programs do not justify your clients reasonable expectations, there are things you can do about it. Remember to suggest Broadcasters Mutual Transcription Service "Integrated Programs". Don't wait for them to ask you for new merchandising ideas. "Integrated Programs" are different because they give smoothness to commercials and the unusual effect that is needed to command attention.

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Central
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Broadcasters
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Ready for immediate delivery:
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"OZARK MINSTRELS"
Program now in Production:
"THE SECOND YEAR"
. . . and more to come.

Write for sample audition disc—and if you haven't received our brochure there is one for you.

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TRANSCRIPTION SERVICE, INC.
St. Louis, Mo., U. S. A.

Directory of Transcription, Producing and Talent Services

(Continued from page 176)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Kennedy-Kut Recording Co.	San Francisco, Cal.	Chronicle Bldg.	....	Dave Kennedy	Recording service
James B. Keysor Co., Inc.	Salt Lake City, Utah	57 Richards St.	Wasatch 2552	J. B. Keysor	Recording service, production
King Feature Syndicate	New York City	235 E. 45th St.	Murry Hill 2-5600	Chester Weil	Newspaper features adaptable for broadcasting
LANGLOIS & WENTWORTH, INC.	**New York City**	**420 Madison Ave.**	**Eldorado 5-1620**	**Ralph C. Wentworth**	**Transcriptions, scripts, production, public domain library**
LANG-WORTH FEATURE PROGRAMS, INC.	**New York City**	**420 Madison Ave.**	**Eldorado 5-1620**	**C. O. Langlois**	**Transcription Library (public domain), transcriptions, production**
Leading Attractions, Inc.	New York City	515 Madison Ave.	Plaza 3-8093	A. B. Steiner	Production, scripts, artists
Mort Lewis	New York City	39 Fifth Ave.	Gramercy 3-2465	Mort Lewis	Production, scripts
Lichtig & Englander	Hollywood, Cal.	6425 Hollywood Blvd.	Hillside 1101	Sam Kerner	Talent bookings, production
Lippe & Lazarus Productions	Hollywood, Cal.	364 So. Cloverdale	York 2901	M. M. Lippe	Production, scripts
Phillips H. Lord, Inc.	New York City	501 Madison Ave.	Wickersham 2-2211	John O. Ives	Production
A. & S. Lyons, Inc.	New York City Beverly Hills, Cal.	1501 Broadway Calif. Bank Bldg.	Lackawanna 4-7460 Oxford 1116	Samuel T. Lyons Arthur S. Lyons	Talent bookings, production, scripts
Mak-A-Record Transcription Co.	New York City	640 Riverside Drive	Edgecomb 4-7267	Owen M. Seelig	Recording service
C. P. MacGREGOR, INC.	**Hollywood, Cal.**	**729 S. Western Ave.**	**Fitzroy 4191**	**M. J. Mara**	**Transcription library, transcriptions, production**
HARRY MARTIN ENTERPRISES	**Chicago, Ill.**	**360 N. Michigan Ave.**	**Randolph 3842**	**Harry Martin**	**Scripts, production**
Masque Sound Recording Corp.	New York City	521 Fifth Ave.	Vanderbilt 6-1050	H. J. Gluskin	*Recorded sound effects
R. U. McIntosh & Associates, Inc.	N. Hollywood, Cal.	10558 Camarillo St.	Stanley 71035	R. U. McIntosh	Production, transcriptions
Alexander McQueen	Chicago, Ill.	207 E. Chestnut St.	Superior 9139	Alexander McQueen	Production, scripts, transcription, research
MERTENS & PRICE, INC.	**Los Angeles, Cal.**	**3923 W. 6th St.**	**Drexel 1118**	**F. C. Mertens** **George L. Price**	**Transcriptions, production, scripts**
Metro Artist Bureau	New York City	1650 Broadway	Circle 7-2829	Ted Nelson	Talent bookings, production
CHARLES MICHELSON	**New York City**	**545 Fifth Ave.**	**Murray Hill 2-3376**	**Charles Michelson**	**Production, sound effects records**
Michelson & Sternberg, Inc. (Handles transcriptions for export)	New York City	116 Broad St.	Bowling Green 9-8925	A. Michelson	
Mid-West Recordings, Inc.	Minneapolis, Minn.	24 S. Seventh St.	Atlantic 4461	L. M. Knopp	Syndicated transcriptions, production, scripts, air checks
Miles Reproducer Co., Inc.	New York City	812 Broadway	Gramercy 5-9466	J. M. Kuhlik	Film and tape recording
George E. Miller Productions	Detroit, Mich.	213 State St.	Cherry 0564	George E. Miller	Scripts
Miller Broadcasting System	New York City	113 W. 57th St.	Circle 6-6540	David D. Chrisman	Transcriptions (Miller tape recording)
Mills Artists, Inc.	New York City Hollywood, Cal.	799 Seventh Ave. 9132 Sunset Blvd.	Circle 7-7162 Crestview 1-2181	Irving Mills Jack Lee	Talent bookings
Raymond R. Morgan Co.	Hollywood, Cal.	Palmer Bldg.	Hempstead 4194	R. E. Messer	Production
Morner Productions, Inc.	New York City	2 W. 45th St.	Murray Hill 2-5170	Gosta Morner	Production, scripts, talent
William Morris Agency, Inc.	New York City Chicago, Ill. Hollywood, Cal.	RKO Bldg. 203 N. Wabash Ave. 8511 Sunset Blvd.	Circle 7-2160 State 3632 Bradshaw 2-3122	William B. Murray Wallace S. Jordan Geo. Gruskin	Talent and orchestra bookings
Sidney P. Morse	Chicago, Ill.	32 W. Randolph St.	Franklin 5396	Sidney P. Morse	Talent bookings
Music Corporation of America	Chicago, Ill. New York City Cleveland Dallas, Tex. San Francisco, Cal. Beverly Hills, Cal. London, England	430 N. Michigan Ave. 745 5th Ave. Union Trust Bldg. Tower Petroleum Bldg. 111 Sutter St. 9370 Burton Way 16 Old Bond St., W. 1.	Delaware 1100 Wickersham 2-8900 Cherry 6010 2-1448 Exbrook 8922 Woodbury 6-3211 Regent 6505	M. B. Lipsey William Goodheart Darv Barton Norman Steppe Lyle Thayer Taft F. Schreiber Earl Bailey	Orchestra bookings
Musicraft Records, Inc.	New York City	10 W. 47th St.	Bryant 9-6565	M. L. Rein	Recordings, production
Mutual Booking Corp.	Chicago, Ill.	410 S. Michigan Ave.	Wabash 2427	N. S. Caplow	Talent bookings, production
Robert S. Nash Co.	St. Louis, Mo.	5437 Lisette Ave.	Flanders 4758	Robert S. Nash	Production, scripts
NATIONAL BROADCASTING CO.	**New York City** **Chicago, Ill.**	**30 Bookefeller Plaza** **Merchandise Mart**	**Circle 7-8300** **Superior 8300**	**C. Lloyd Egner.** **Maurice Wetzel**	**Transcription Library (Thesaurus), production, scripts**
NBC ARTISTS SERVICE	**New York City** **Chicago, Ill.** **Hollywood, Cal.**	**30 Rockefeller Plaza** **Merchandise Mart** **Sunset Blvd. & Vine**	**Circle 7-8300** **Superior 8300** **Hollywood 6161**	**Dan Tuthill** **R. M. Kendall** **Alex Robb**	***Talent bookings**
National Radio Advertising Agency	Hollywood, Cal.	Hollywood Center Bldg.	Hempstead 1551	D. D. Crawford	Production, scripts
National Recording Co.	New York City	1650 Broadway	Circle 7-2830	B. A. Greene	Recording service
National Transcription Recording Co.	San Francisco, Cal.	Hearst Bldg.	Yukon 1916	Ray Lewis	Recording service, transcriptions
Otto K. Olesen Recording Studios	Hollywood, Cal.	5939 Sunset Blvd.	Gladstone 5198	Dixon McCoy	Recording service, air checks
Pacific Producers, Inc.	Los Angeles, Cal.	8780 Sunset Blvd.	Bradshaw 2-1946	Frank W. Purkett	Production, scripts, talent
Pan American Broadcasting Co.	New York City	330 Madison Ave.	Murray Hill 2-0811	A. Alexander	Production
Donna Parker Productions	Chicago, Ill.	540 N. Michigan Ave.	Delaware 2277	Donna Parker	Production, talent
Peck Radio Productions	Los Angeles, Cal.	3275 Wilshire Blvd.	Fitzroy 8131	Wm. M. Peck	Production

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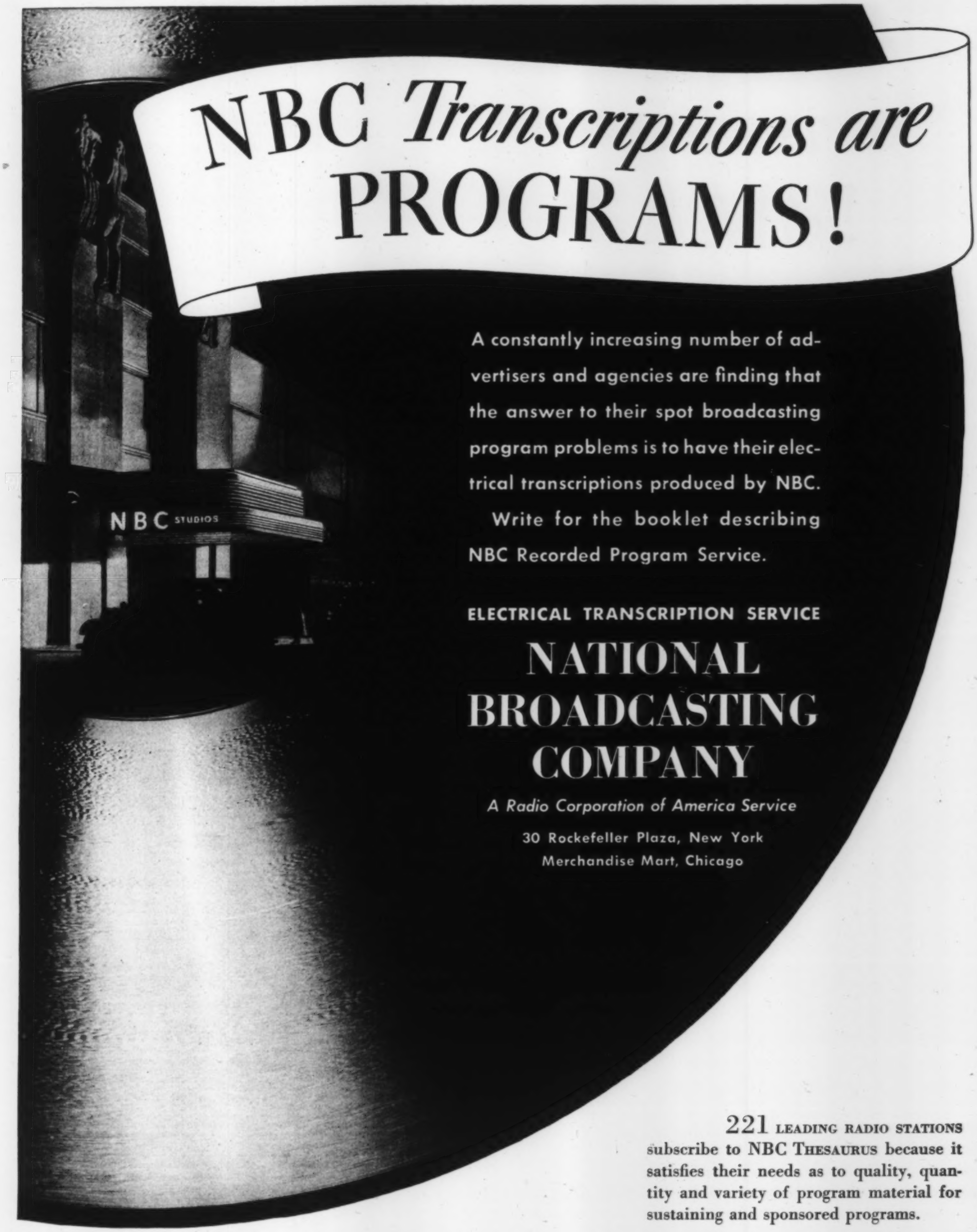

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221 LEADING RADIO STATIONS subscribe to NBC THESAURUS because it satisfies their needs as to quality, quantity and variety of program material for sustaining and sponsored programs.

Directory of Transcription, Producing and Talent Services

(Continued from Page 178)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
PETERSON RADIO PRODUCTIONS	**New York City**	**1457 Broadway**	**Wisconsin 7-0069**	**Donald Peterson**	**Production, scripts (specializes in religious programs)**
Poinsettia, Inc.	Pitman, N. J.	Pitman	Pitman 511-W	R. M. Morris	Recording and processing, supplies
Philip L. Ponce, Inc.	New York City	444 Madison Ave.	Wickersham 2-8221	Philip L. Ponce	Artist representative
RALPH L. POWER (American Radio Transcription Agency)	**Los Angeles, Cal.**	**Van Nuys Bldg.**	**Madison 5617**	**Ralph L. Power**	**Buys transcriptions for export**
Prather & Scott	Hollywood, Cal.	1680 N. Vine St.	Granite 8367	J. Waldron Scott	Production
Premier Radio Enterprises, Inc.	St. Louis, Mo.	Mart Bldg.	Garfield 3395	H. S. Somson	Recording service, production, air checks
Press-Radio Features, Inc.	Chicago, Ill.	360 N. Michigan Ave.	Randolph 9333	Franklin W. Hemingway Paul G. Weichelt	Production and representation. Distribution of recorded programs
Production Service Co.	Los Angeles, Cal.	309 W. 12th St.	Prospect 2193	Ken McNeill	Production
R. M. I. Productions	San Francisco, Cal.	Central Tower	Douglas 2848	J. Andrew Potter	Production, scripts
Radiad Service	Chicago, Ill.	3140 W. Walton	Nevada 6262	Edward L. Foertsch	Production, scripts
Radioaids, Inc.	Hollywood, Cal.	1041 N. LasPalmas Ave.	Hollywood 5107	E. D. Bedell	Production, transcriptions
Radioart Guild of America	Los Angeles, Cal.	122 S. Benton Way	Federal 4083	Ruth Clark	Production
Radio Associates	Washington, D. C.	National Press Bldg.	District 0246	L. F. Staggers	Production
RADIO ATTRACTIONS, INC.	**New York City** **Chicago, Ill.**	**R.K.O. Bldg.** **333 N. Michigan Ave.**	**Circle 7-4483** **Franklin 3927**	**Herbert E. Ebenstein** **T. R. Bohn**	**Transcriptions, production**
Radio Central Casting Bureau	Los Angeles, Cal.	Chamber of Commerce Bldg.	Prospect 2626	Helyn E. Noid	Talent, production
RCA MFG. CO., INC. (RCA Victor Division, Recording Dept.)	**Camden, N. J.** **New York City** **Chicago, Ill.** **Hollywood, Cal.**	**Front & Cooper Sts.** **155 E. 24th St.** **445 Lake Shore Drive** **1016 No. Sycamore Ave.**	**Camden 8000** **Bogardus 4-6200** **Delaware 4774** **Hillside 5171**	**Frank B. Walker** **Frank B Walker** **Edwin G. Foreman, Jr.** **Harry Meyerson**	***Transcriptions, phonograph records**
RADIO EVENTS, INC.	**New York City**	**535 Fifth Ave.**	**Murray Hill 6-3487**	**Joseph M. Koehler**	**Production, authors' representative**
Radio & Film Methods, Corp.	New York City	101 Park Avenue	Caledonia 5-7530	A. R. Steinberg	Transcriptions, productions, scripts
Radio Media	Chicago, Ill.	203 N. Wabash St.	Dearborn 2850	A. V. Bamford	Distribution of recorded programs
Radio Merchandising Service	Chicago, Ill.	520 N. Michigan Ave.	Superior 4627	James A. Iago	Scripts, production
Radio Program Associates	New York City	40 E. 49th St.	Eldorado 5-4228	Bernard Zisser	Production
Radio Programme Producers	Montreal, Quebec	1440 St. Catherine St., W.	Marquette 1184	....	Production
Radio Receiving Record Co.	Providence, R. I.	304 Smith St.	....	Lewis A. McGowan, Jr.	Recording service
Radio-Rundfunk Corp.	New York City	211 E. 84th St.	Rhinelander 4-9609	Wm. C. Foerster	Recording service, production, Telefunken phonograph records
Radio Music Corporation	Los Angeles, Cal.	1246 Hill Drive	Albany 9696	Harold Wm. Roberts	Production, scripts
Radio Producers of Hollywood	Hollywood, Cal.	930 N. Western Ave.	Hollywood 6288	Lou R. Winston	Production
Radio Recorders, Inc.	Hollywood, Cal.	932 N. Western Ave.	Hollywood 3917	J. Joseph Sameth	Recording service, production
Radio Recording Studios	Chicago, Ill.	4701 N. Winchester Ave.	Edgewater 6461	Myron Bachman	Recording service
Radioscriptions, Inc.	Washington, D. C.	726 Eleventh St., N. W.	Republic 1861	Robert J. Coar	Recording service
Radio Transcription Co. of America, Ltd.	Hollywood, Cal. Chicago, Ill.	1651 Cosmo St. 666 Lake Shore Drive	Hollywood 3545 Delaware 2325	Charles C. Pyle E. L. Donnan	Transcriptions, production
Radio Transcription Representatives	Seattle, Wash.	White-Henry-Stuart Bldg.	Main 6626	Hal E. Pearce	Representing transcription producers
Radio Writers Laboratory	Lancaster, Pa.	10 S. Queen St.	2-1387	M. S. Miller	Scripts
Recordings, Inc.	Hollywood, Cal.	5505 Melrose Ave.	Hillside 6138	L. N. Pfeiffer	Recording service
Reeves Sound Studios, Inc.	New York City	1600 Broadway	Circle 6-6686	Hazard E. Reeves	Recording service
REMINGTON PRODUCTIONS	**New York City**	**1585 Broadway**	**Circle 5-6158**	**Bob Remington**	**Production, talent bookings**
Robinson Recording Laboratories	Philadelphia, Pa.	35 S. 9th St.	Walnut 6800	William P. Robinson	Recording service, scripts
Rocke Productions, Inc.	New York City	1270 Sixth Ave.	Circle 7-7630	Ben Rocke	Production
Rockwell-O'Keefe, Inc.	New York City Chicago, Ill. Hollywood, Cal. Dallas, Tex.	RKO Bldg. 32 W. Randolph St. 9028 Sunset Blvd. 1305 Gulf St. Bldg.	Circle 7-7550 State 6288 Crestview 18101 Dallas 2-2321	Warren H. Pearl Bob Weens Ralph Wonders Dick Wheeler	Talent and orchestra bookings
Norman Ross, Inc.	Chicago, Ill.	605 N. Michigan Ave.	Superior 2168	Norman Ross	Production, scripts
The Roth Agency	New York City	1619 Broadway	Circle 7-8220	Fred Robbins	Talent bookings, production
Roth & Berdun Recording Studio	Detroit, Mich.	4464 Cass Ave.	Temple 1-2552	Cecil Berdun	Recording service
Rubinoff Orchestras	New York City	1501 Broadway	Lackawanna 4-7147	Phil Rubinoff	Orchestra bookings
J. William Rubinstein, Inc.	Hollywood, Cal.	8911 Sunset Blvd.	Crestview 1-5236	H. Kichaven	Talent bookings, production
James L. Saphier	New York City	RKO Bldg.	Circle 7-2135	James L. Saphier	Talent bookings, production
Schall & Martin Agency	Hollywood, Cal.	8949 Sunset Blvd.	Oxford 1101	R. C. Wright Ruth Johnson	Production, scripts, talent
Schulberg-Jaffe, Inc.	Hollywood, Cal.	8055 Sunset Blvd.	Oxford 6121	Jess Smith	Talent bookings
Script Library	New York City	535 Fifth Ave.	Murray Hill 6-3487	Martin Lawrence	Scripts
Seattle Recording Studios	Seattle, Wash.	315 Seneca St.	Elliot 1492	Adolph F. Linden	Recording service
Selviair Broadcasting System, Inc.	Chicago, Ill.	75 E. Wacker Drive	Randolph 8877	Irving Rocklin	Production, scripts

(Continued on page 182)

Radio Attractions'

PARADE OF HITS for 1939

The Shadow of FU MANCHU

Radio's Greatest Serial Program!

Bringing to radio the sinister and fascinating Dr. FU MANCHU... madly scheming the world's destruction... in a thrill serial crammed with drama, romance, intrigue and adventure! A superb production that will make radio history during 1939... entertaining the millions who for 25 years have thrilled to FU MANCHU'S exploits in Collier's Weekly... in Doubleday, Doran's best-selling novels... in hit motion pictures by M.G.M. and Paramount. Produced in Hollywood by Fields Bros.

15-minutes, 3 times a week *Released in January*

"HOPALONG CASSIDY"

The Fightingest, Lovingest Man on the Mesa!

Clarence Mulford's two-fisted, fast-shooting Western hero has thrilled America in over 25 popular novels... in more than 20 Paramount pictures! "Hopalong" will find his greatest popularity among the millions eagerly awaiting his radio debut in this Fields Brothers production.

15-minutes, 3 times a week *Released in March*

"ELLA CINDERS"

The Romances, Joys and Heartbreaks of Radio's Cinderella!

Right out of the "funnies"—into the hearts of her millions of followers. This tremendously popular cartoon feature appears in over 175 newspapers daily... assuring that a widespread and devoted audience of millions will be eagerly awaiting what promises to be one of the outstanding programs of the year. Another Fields Brothers production.

15-minutes, 3 times a week *To be released about July 1st*

RADIO *Attractions, Inc.*

R. K. O. BUILDING RADIO CITY NEW YORK

Directory of Transcription, Producing and Talent Services

(Continued from Page 180)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Myron Selznick Ltd.	New York City Beverly Hills, Cal. London, England	630 Fifth Ave. 9460 Wilshire Blvd. 7-9 St. James St.	Circle 7-6201 Crestview 1-9171 Whitehall 9654	Herman Bernie Nat Wolff Harry Ham	Talent bookings
Service Programs, Inc.	New York City Hollywood, Cal.	535 Fifth Ave. 601 N. Rossmore	Murray Hill 6-3489 Hempstead 8898	Gladys Miller Marque Richard	Production, scripts
Shank & Tuvim	New York City	RKO Bldg.	Columbus 5-1332	Mary L. Shank	Production, talent
Shryock Radio Co.	Philadelphia, Pa.	Penn A. C. Bldg.	Pennypacker 4404	J. R. Shryock	Recording service
Stephen Sleisinger, Inc. (NEA Representative)	New York City	250 Park Ave.	Eldorado 5-2544	Stephen Slesinger	Newspaper features adaptable tor radio
The Small Co.	Los Angeles, Cal.	8272 Sunset Blvd.	Hollywood 2722	Frank Beetson	Talent bookings
Sound Projects Co.	Chicago, Ill.	3140 W. Walton St.	Nevada 6261	Edward L. Foertsch	Transcriptions, scripts
Sound Recording Studios Pty., Ltd.	Sydney, Australia	160 Castlereagh St.	MA 4035	S. E. Tatham	*Transcriptions, production, talent
Southern Radio Features	Dallas, Tex.	Mercantile Bldg.	2-8292	A. M. Cohen	Radio cooking schools
Sound Masters, Inc.	New York City	1560 Broadway	Bryant 9-0680	Teddy Bergman	Scripts, production
Henry Souvaine, Inc.,	New York City	30 Rockefeller Plaza	Circle 7-5666	Earl G. Thomas,	Production, scripts, talent bookings
Speedy-Q-Sound Effects	Los Angeles, Cal.	1344 S. Flower St.	Prospect 2035	Harry Gennett, Jr.	Sound effects
Standard Radio, Inc. ,	Hollywood, Cal. Chicago, Ill. New York City	6404 Hollywood Blvd. 180 N. Michigan Ave. RKO Bldg.	Hillside 0188 State 3153 Circle 5-4895	Gerald King M. M. Blink Robert McCullough	Transcription library, transcriptions, production
STAR RADIO PROGRAMS,INC. (Affiliated with All-Canada Radio Facilities, Inc.)	**New York City**	**250 Park Ave.**	**Plaza 3-4991**	**Daniel C. Studin**	**Scripts**
William Stephens, Inc.	Hollywood, Cal.	9813 Sunset Blvd.	Crestview 1-5161	Richard Cherwin	Talent bookings
Douglas F. Storer	New York City	1270 Sixth Ave.	Circle 7-7672	Douglas F. Storer	Scripts, production
H. N. Swanson, Inc.	Hollywood, Cal.	8523 Sunset Blvd.	Crestview 1-5115	Robert D. Lewis	Talent (writers and producers only)
Technisonic Recording Laboratories	St. Louis, Mo.	818 S. Kingshighway Blvd.	Franklin 2060	Chas. Edw. Harrison	Recording service, air checks
Time Abroad Ltd.	New York City	29 W. 57th St.	Plaza 3-3017	E. P. Kampf	Foreign language programs
Titan Production Co., Inc.	San Francisco, Cal.	1040 Geary St.,	Ordway 3671	Max Graf	*Recording service, syndicated transcriptions, production
Transair, Inc.	Chicago, Ill.	105 W. Adams St.	Central 0320	Ray Launder	Transcriptions
Transamerican Broadcasting & Television Corp.	New York City Chicago, Ill. Hollywood, Cal.	521 Fifth Ave. 333 N. Michigan Ave. 5833 Fernwood Ave.	Murray Hill 6-2370 State 0366 Hollywood 5315	John L. Clark E. J. Rosenberg Virgil Reiter William V. Ray	Transcriptions, productons
Transcribed Radio Shows, Inc.	New York City	2 W. 47th St.	Longacre 5-3440	M. E. Moore	Scripts, transcribed shows, production
Transcriptions, Inc.	New York City	56 W. 45th St.	Murray Hill 2-2103	M. W. Jennings	Production, recording
TRANSRADIO NEWS FEATURES, INC. (Subsidiary of Transradio Press)	**New York City Chicago, Ill. Washington, D. C. Detroit, Mich.**	**9 Rockefeller Plaza 20 N. Wacker Drive National Press Bldg. 623 Murphy Bldg.**	**Circle 7-4560 State 8091 National 1178 . . . .**	**W. G. Quisenberry Rex Goad Fred Harmon Stanley H. Brams**	**News features, scripts, production**
Transray Recording & Production Co.	Toronto, Ontario	10-18 McCaul St.	Adelaide 2772	John H. Part	Production, scripts
Truetone Recordings	Toronto, Ontario	22 Grenville St.	Kingsdale 7733	Ralph T. Snelgrove	Recording service
Tullen Sound Recording Studio	Hartford, Conn.	40 Euclid St., West	6-7481	David B. Tullen	Recording service
Twentieth Century Radio Productions	Hollywood, Cal.	1611 Cosmo St.	Hillside 7211	Archie Josephson	Production, syndicated transcriptions
Tyro Productions, Inc.	New York City	1697 Broadway	Columbus 5-3737	Lou Goldberg	Talent bookings
United Broadcasting Co.	Chicago, Ill.	134 N. La Salle St.	Andover 1685	William L. Klein	Production
United Feature Syndicate	New York City	220 E. 42nd St.	Murray Hill 2-3020	George A. Carlin	Newspaper features adaptable to broadcasting
UNITED RADIO SHOWS, INC. (Affiliated with United Press)	**New York City**	**220 E. 42nd St.**	**Murray Hill 2-0400**	**Al Harrison**	**Scripts**
United Radio Productions	Hollywood, Cal.	6425 Hollywood Blvd.	Hempstead 1511	Edgar V. Haley	Production
U. S. Recording Co.	Washington. D. C.	Rialto Theatre Bldg.	District 1640	R. C. Miller	Transcriptions, recordings, airchecks
Universal Radio Features	San Francisco, Cal.	200 Bush St.	Sutter 6780	Ronald Guy Patrick	Production, scripts
Universal Radio Productions	Chicago, Ill.	180 N. Michigan Ave.	State 3153	L. M. Rush	Production
Universal Radio Programs, Inc.	New York City	545 Fifth Ave.	Murray Hill 2-0648	Lawrence Marks	Production, scripts
Universal Recording Co., Inc.	New York City	RKO Bldg.	Circle 5-4895	Lester Troob	Recording service
Van Cortland Radio Service	New York City	3543 Broadway	Edgecombe 4-7600	Leslie C. Boyd	Recording service, air checks
Viking Radio Productions	New York City	11 W. 42nd St.	Pennsylvania 6-1137	Allan Wilson	Production, scripts
Waxelbaum & Co.	New York City	110 W. 40th St.	Pennsylvania 6-0043	Joshua S. Epstein	Jewish radio programs
Weco Radio Productions (Program subsidiary of James R. Lunke & Associates, Chicago	Chicago, Ill.	919 N. Michigan Ave.	Superior 4453	F. M. Landwehr	Production, scripts
Richard M. Weed Agency	Hollywood, Cal.	8584 Sunset Blvd.	Oxford 6834	Richard M. Weed	Production, artist management
L. A. Weinrott & Associates	Chicago, Ill.	75 E. Wacker Drive	State 4207	L. A. Weinrott	Production, scripts
Wells Feature Syndicate	Hollywood, Cal.	6331 Hollywood Blvd.	Gladstone 9110	Allan W. Wells	Production, scripts
Carl Wester & Co.	Chicago, Ill.	360 N. Michigan Ave.	Randolph 6922	Carl Wester	Production, scripts
WFAA ARTISTS SERVICE	**Dallas, Tex.**	**Baker Hotel**	**7-9631**	**Martin Campbell**	**Talent bookings, production**
WHN ARTIST BUREAU	**New York City**	**1540 Broadway**	**Bryant 9-7800**	**Leo Cohen**	**Talent bookings**

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Directory of Transcription, Producing and Talent Services

(Continued from Page 182)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
WHO RADIO ENTERPRISES, INC.	**Des Moines, Ia.**	**914 Walnut St.**	**3-7147**	**Irving H. Grossman**	**Talent bookings**
Roger White	New York City	RKO Bldg.	Circle 7-4943	Roger White	Production
Fletcher Wiley Productions	Hollywood, Cal.	Columbia Square	Hollywood 2484	Fletcher Wiley	Production
Wilson, Powell & Hayward, Inc.	New York City	444 Madison Ave.	Plaza 5-5480	James V. Peppe	Talent, production
Leonard F. Winston Co.	New York City	11 W. 42nd St.	Pennsylvania 6-8933	Leonard F. Winston	Production, scripts
Witte Radio Productions	Los Angeles, Cal.	740 S. Broadway	Vandike 5436	I. O. Witte,	Production, scripts
WLS ARTISTS BUREAU	**Chicago, Ill.**	**1230 Washington Blvd.**	**Haymarket 7500**	**Earl W. Kurtze** **Clementine Legg**	**Talent bookings, production**
WLW ARTISTS BUREAU	**Cincinnati, O.**	**1329 Arlington St.**	**Kirby 4800**	**George Biggar**	**Talent bookings, production**
WMCA ARTISTS BUREAU	**New York City**	**1657 Broadway**	**Circle 6-2200**	**Charles S. Wilshin**	**Talent bookings, production**
Wolf Associates, Inc.	New York City Hollywood, Cal.	RKO Bldg. 6912 Hollywood Blvd.	Columbus 5-1621 Gladstone 0676	Ed. Wolf L. Wolfe Gilbert	Artist representation, production
Wood Radio Productions	Hollywood, Cal.	6383 Yucca St.	Granite 9835	George R. Wood	Production
WOR ARTISTS BUREAU	**New York City**	**1440 Broadway**	**Pennsylvania 6-8383**	**Nathan M. Abramson**	**Talent bookings, production**
WOR ELECTRICAL TRANSCRIPTION & RECORDING SERVICE	**New York City**	**1440 Broadway**	**Pennsylvania 6-8383**	**Ray S. Lyon**	**Recording service, production, talent**
WORLD BROADCASTING SYSTEM, INC.	**New York City** **Chicago, Ill.** **San Francisco, Cal.** **Hollywood, Cal.** **Washington, D. C.** **Atlanta, Ga.**	**711 Fifth Avenue** **301 E. Erie St.** **1050 Howard St.** **1000 N. Seward St.** **Wardman Park Hotel** **Mort. Guarantee Bldg.**	**Wickersham 2-2100** **Superior 9114** **Douglas 3310** **Hollywood 6321** **Columbia 2000** **Walnut 1562**	**Percy L. Deutsch** **Read H. Wight** **C. C. Langevin** **P. W. Campbell** **Harold A. Lafount**	***Transcription Library, transcriptions, production, scripts, talent**
World Transcription System	**(See Network Directory)**				
World Wide Radio Productions Corp.	Los Angeles, Cal.	639 S. Spring St.	Trinity 8921	Jessie Tracey	Production
Yankee Network Artists Bureau	Boston, Mass.	21 Brookline Ave.	Commonwealth 0800	....	Talent bookings

EMPIRE

Announces

"MONITROL"

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An entirely new and exclusive method of electrically transcribing radio programs.

Each "Monitrol" transcription contains:

Automatic peak level control,

Automatic monitoring,

Automatic equalization,

Aural turntable speed indicator.

Every radio station is equipped to use "Monitrol" electrical transcriptions.

EMPIRE BROADCASTING CORP.

480 Lexington Avenue

New York

Program Popularity and Listening Polls, Citations and Studies: 1938

'World Telegram' Poll Of Radio Editors, 1938

FAVORITE PROGRAM — Charlie McCarthy, 277; Jack Benny 245; Bing Crosby, 146; Fred Allen, 127; Rudy Vallee, 104; Lux Radio Theater, 70; Toscanini concerts, 56, Philharmonic Symphony, 45; Detroit Symphony, 33; March of Time, 32.

LIGHT ORCHESTRAS — Guy Lombardo, 235; Benny Goodman, 154; Andre Kostelanetz, 133; Wayne King, 116; Horace Heidt, 96; Hal Kemp, 61; Tommy Dorsey, 58; Paul Whiteman, 40; Richard Himber, 39; Eddie Duchin, 32; Rudy Vallee, 27.

MALE POPULAR SINGERS—Bing Crosby, 441; Kenny Baker, 231; Lanny Ross, 115; Nelson Eddy, 75; Dick Powell, 51; Frank Parker, 42; Buddy Clark, 42; Rudy Vallee, 41; Tony Martin, 26; Jerry Cooper, 22.

WOMEN POPULAR SINGERS — Kate Smith, 242; Frances Langford, 224; Connie Boswell, 97; Dorothy Lamour, 83; Alice Faye, 71; Jane Froman, 43; Harriett Hilliard, 43; Gertrude Niessen, 37; Jeannette MacDonald, 35; Deanna Durbin, 25.

VOCAL GROUPS—Revelers, 138; Paul Taylor chorus, 135; Spitalny Girls' Chorus, 58; Town Hall Quartet, 51; Kay Thompson singers, 25; Lynn Murray Choir, 25; Eton Boys, 25; Hall Johnson Choir, 23; King's Men, 23; Chicago A Capella Choir, 22.

COMEDIANS—Jack Benny, 392; Charlie McCarthy, 329; Fred Allen, 220; Fibber McGee, 59; Burns & Allen, 58; Bob Burns, 38; Eddie Cantor, 22; Walter O'Keefe 20; Amos 'n' Andy, 20; C. Butterworth, 18; Phil Baker, 17; Stoopnagle & Budd, 15; Stroud Twins, 12.

SPORT ANNOUNCERS—Ted Husing, 489; Clem McCarthy, 158; Bill Stern, 85; Don Wilson, 84; Graham McNamee, 53; Bill Slater, 40; Red Barber, 30; Tom Manning, 26.

COMMENTATORS — Boake Carter, 58; Lowell Thomas 37; Edwin C. Hill, 31; Hugh Johnson, 10½; Gabriel Heatter, 9; Dorothy Thompson 9; H. V. Kaltenborn, 8½; Alexander Woollcott, 8; Walter Winchell 6½; Paul Sullivan, 6; John Nesbitt, 4.

STUDIO ANNOUNCERS—Don Wilson, 50; Harry Von Zell, 23; Milton Cross, 18; Ken Carpenter, 15; David Ross, 10; Paul Douglas, 10; Jimmy Wallington, 9; Truman Bradley, 5; Ben Grauer, 4; Andre Baruch, 3; Dell Sharbutt, 3; Jean Paul King, 3.

SYMPHONY CONDUCTORS — Toscanini, 398; Stokowski, 230; Frank Black, 81; John Barbiralli, 73; Erno Rapee, 68; Eugene Ormandy, 60; Andre Kostlanetz, 56; Artur Rodzinski, 36; Fritz Reiner, 27; Walter Damrosch, 16; Alfred Wallenstein, 16.

INSTRUMENTAL SOLOISTS—Jose Iturbi, 194; Jascha Heifitz, 173; Yehudi Menuhin, 109; Albert Spaulding, 106; Rubinoff, 67; Mischa Elman, 52; Josef Hofmann, 22; Fritz Kreisler, 20; Georges Enesco, 15; Toscha Seidel, 10; Mischa Levitzki, 10.

CLASSICAL SINGERS—Lawrence Tibbett, 199; Nelson Eddy, 194; Lily Pons, 167; Kirsten Flagstad, 108; Richard Crooks, 104; Grace Moore, 86; Jeannette MacDonald, 72; John Charles Thomas, 59; Gladys Swarthout, 34; Lauritz Melchior, 31; Jessica Dragonette, 28.

DRAMATIC PROGRAMS — Lux Radio Theater, 361; One Man's Family, 164; First Nighter, 117; March of Time, 99; Gang Busters, 68; Big Town, 62; CBS Workshop, 57; Cavalcade of America, 29; Tyrone Power, 27; Grand Hotel, 18.

CHILDREN'S PROGRAM—Singing Lady, 245; Little Orphan Annie, 62; Mickey Mouse, 57; Let's Pretend, 49; Dear Teacher, 42; Dorothy Gordon's Children's Corner, 40; American School of the Air, 36; Jack Armstrong, 35; Dick Tracy, 34; Kaltenmyer's Kindergarten, 30; White Rabbit Line, 30.

HOUSEHOLD PROGRAM—Magazine of the Air, 18; Betty Crocker, 16; Homemakers Exchange, 10; Mystery Chef, 10; Mary Lee Taylor, 8; Wife Saver, 6; Mary Margaret McBride, 6; Martha Deane, 4; Eleanor Howe, 3; Farm & Home, 3; Ida Bailey Allen, 3.

NEW STAR—Charlie McCarthy, 173; Tommy Riggs, 11½; Deanna Durbin, 6; Stroud Twins, 3; Lucille Manners, 2; Don Ameche, 2; Jack Haley, Oswald, Judy Garland, Nadine Connor, Raymond Scott, Jussi Bjoerling, Fibber McGee, Dorothy Sadler, Alice Cornett, 1 each.

OUTSTANDING BROADCAST — Coronation, 49; Hindenburg disaster, 38; Floods, 23; King Edward's abdication, 16; Justice Black, 13; Toscanini opening, 10; Mae West, 4; Twelve Crowded Months, 2; Chase & Sanborn, 2.

'Fortune' Quarterly Survey Published January, 1938

	Favorite Program
Jell-O (Jack Benny)	8.7%
Major Bowes	6.9
News broadcasts	6.6
Chase & Sanborn (Charlie McCarthy)	5.8
Ford Sunday Evening Hour	4.3
One Man's Family	4.2
Lux Theatre	3.5
Kraft Music Hall	3.3
Amos 'n' Andy	3.0
Gang Busters	2.5
Fibber McGee and Molly	2.4
Lum and Abner	2.3
Texaco (Eddie Cantor)	1.9
Lucky Strike Hit Parade	1.8
All others	42.8

	Favorite Personality
Jack Benny	10.7%
Boake Carter	7.1
Lowell Thomas	5.9
Eddie Cantor	5.5
Bing Crosby	5.4
Major Bowes	4.6
Bob Burns	4.3
Nelson Eddy	4.0
Edwin C. Hill	3.5
Charlie McCarthy	3.0
President Roosevelt	2.7
Gracie Allen	1.9
Fred Allen	1.4
Edgar Bergen	1.3
Lum and Abner	1.0
Rudy Vallee	.9
All others	36.8

Percentages of favorite recreations were listed by *Fortune* as follows:

	Total	*Men*	*Women*
Listening to radio	18.8%	15.3%	22.4%
Going to movies	17.3	11.3	23.5
Magazines and books	13.8	8.6	19.2
Hunting or fishing	11.0	18.1	3.7
Watching sport	10.4	16.2	4.4
Reading newspapers	7.1	8.6	5.5
Playing outdoor games	6.6	9.3	3.8
Cards, indoor games	5.3	4.6	6.1
Legitimate theatre	3.7	2.4	5.0
All others	3.5	3.2	3.8
Don't know	2.5	2.4	2.6

Women's National Radio Committee Citations, 1938

Outstanding Achievement: George V. Denny Jr. and America's Town Meeting of the Air (NBC).

Serious Music: Sponsored: Ford Sunday Evening Hour (CBS), Philadelphia Orchestra on the National Banks series (NBC), Sealtest Rising Musical Star (NBC), Metropolitan Opera broadcasts (NBC sustaining wrongly classified as commercial). Sustaining: New York Philharmonic (CBS), NBC Symphony, Sinfonietta (MBS).

Drama: Lux Radio Theatre (CBS), Columbia Workshop (CBS sustaining).

Serial Dramas: One Man's Family (sponsored by Tenderleaf Tea on NBC).

Variety: Good News of 1938 (sponsored by Maxwell House Coffee on NBC), Vallee Hour (sponsored by Royal Gelatine on NBC).

Children's Programs: Singing Lady (sponsored by Kellogg cereals on NBC), Let's Pretend (sustaining CBS). Special mention was given to NBC's Music Appreciation Hour and CBS's American School of the Air as classroom programs. Three other programs were commended as having educational value for children: Du Pont's Cavalcade of America (CBS), Epic of America (MBS sustaining), Music for Fun (CBS sustaining).

Adult Education: America's Town Meeting of the Air (NBC sustaining), Professor Quiz (sponsored by Nash-Kelvinator on CBS).

News: Trans-Radio Press News Service, March of Time (NBC). "Because the awards committee felt that radio commentators are developing an editorial complex the Committee refrained from commending any one of them, but gave laurels to Trans-Radio for its unbiased presentation of the news of the day."

Comedians: Charlie McCarthy (Chase & Sanborn Coffee, NBC), Fred Allen (Bristol-Myers, NBC).

Comedy Teams: Jack Benny and Mary Livingston (Jello, NBC), Amos 'n' Andy (Campbell's Soup, NBC), Burns and Allen (Grape Nuts, NBC).

Master of Ceremonies: Don Ameche (Chase & Sanborn Coffee, NBC), Robert Taylor (Maxwell House Coffee, NBC).

For Good Taste in Advertising: The Committee commended Jello, Du Pont and Sealtest, in that order.

Institute for Education By Radio Citations, 1938

Lectures, talks, and speeches for general use:

Education: Science in the News. By University Broadcasting Council, Chicago.

Commercial: English Foreign Policy—the Story Behind the Headlines, by American Historical Association and NBC.

Demonstration or participation programs for general use:

Educational: No Award.

Commercial: NBC Home Symphony.

Dialog, round-table, debate, etc., for general use:

Educational: The Right Job, by University Broadcasting Council, Chicago.

Commercial: Town Meeting of the Air: Wilkie and Jackson on Utilities, by Town Hall Inc. and NBC.

Dramatization for general use:

Educational: Brave New World—the Little Indian of Mexico, by Educational Radio Project, U. S. Office of Education.

Commercial: The House that Jack Didn't Build, by Columbia Workshop, CBS; and Madame Curie, produced under same auspices.

Programs for use by primary school children:

No first awards.

Programs for use by elementary school children:

Educational: No first award.

Commercial: Your Health, Sneezes and Sniffles, produced by American Medical Association and NBC.

Programs for use by junior and senior high school students:

Educational: French for High Schools; Carnival at Nice, WHA, University of Wisconsin.

Commercial: Exits and Entrances; Propaganda, produced by National Education Association and CBS.

Honorable Mention

The Crisis in Central Europe, University of Chicago Round-Table, University Broadcasting Council.

Raymond Gram Swing, WOR.

The World Is Yours—the Story of Electricity, Educational Radio Project, U. S. Office of Education.

Brave New World—Christ of the Andes, by Educational Radio Project, U. S. Office of Education.

Rhythm Imitations — Rhythm Games for Children, WHA, University of Wisconsin.

Stories About Familiar Things—The Story of Glass, Rochester School of the Air.

Journeys in Music Land, WHA, University of Wisconsin.

Folktales of the Western World—The Frog and the Butterfly, American School of the Air, CBS.

News Today—History Tomorrow, Rochester School of the Air.

Old World Background — Cathedrals and Cloisters, American School of the Air, National Broadcasting Council.

CBS Study of College Listening Habits, 1938

COLLEGE students are among the most faithful listeners to radio, yet relatively few of them permit it to interfere with their studying even though they listen up to three hours per day.

These facts were ascertained by CBS in a survey conducted among representative groups from every class, freshman through senior, at 18 colleges and universities. The findings have been published in a pamphlet *Radio Goes to College* released to CBS stockholders in January, 1938.

The survey showed that over 95% of all students today have regular access to radio; 64.4% of the men students and 54.3% of the women students, it was also disclosed, have their own radios in their rooms. The other students listen regularly in dormitory "common rooms" at fraternity or sorority houses, in their friends' rooms, etc.

It was found that the average male student reported listening to the radio 3 hours each day, the average woman student 2 hours and 52 minutes. The bulk of listening is done in the evening, but there was an average of almost a half-hour of morning listening and 45 minutes of afternoon.

Of all the students interviewed, the report continues, 65.3% said they listen frequently for entertainment and relaxation, 26.4% occasionally for the same purpose; 33.5% to special events, cultural and informative programs; 41.2% occasionally to these—thus paralleling quite closely the division of the entire broadcasting schedule into these categories and showing that students listen in balanced fashion.

In asking how radio might conflict with or overlap periods of study, the survey showed that while some overlapping takes place most students seldom or never listen while studying. The exact figures were:

Listen:	*Men*	*Women*	*Total*
Frequently	18.8%	19.7%	19.1%
Occasionally	19.7	19.5	19.6
Seldom	23.7	21.8	23.0
Never	37.8	21.8	38.3

The 18 institutions where the survey was made were Bryn Mawr, Wellesley, Smith, Northwestern, Syracuse, Vanderbilt, and the state universities of Kansas, Louisiana, Michigan, Minnesota, North Carolina, Pennsylvania, Ohio State; Princeton, Southern California, Texas, Washington and Wisconsin.

Busy timebuyers need the 31x21½″ 1939

Radio Outline Map for everyday work. Order a quantity from BROADCASTING.

BROADCASTING
Broadcast Advertising

Protection of Radio Program Ideas —*By Stuart Sprague*

[Reprinted from BROADCASTING, *Sept. 1, 1938]*

THE ONLY sure method today of protecting a radio program idea is to divulge it to no one. Even then the same idea may be conceived quite independently by another, because no one person has a monopoly on thought. It is readily apparent that this method, although sound theoretically, is valueless in practice, because the creator is unable to realize any profit from an idea unless it is put to use, which cannot be done without divulging it. In disclosing it, he should protect himself as much as he can.

As most radio program ideas will require dramatization before they can be broadcast, it is advisable for the idea man to put his thoughts into radio script form. If he himself cannot do this, he should engage an experienced radio writer for the work on some suitable written profit-sharing arrangement signed by both parties. Preferably, such an agreement should put the ownership of all rights in the idea man, so that only he can sell the material.

Aside from the better protection afforded, which will be discussed later, a practical sales advantage is to be gained, because many networks, stations, advertisers and agencies which will not listen to just an idea will consider finished radio scripts. A copy should be kept because the submitted script might be lost; in fact, many companies insist upon this protection for the author because of experience with persons who claimed to have submitted manuscripts which were never received or were lost.

A Mere Idea Cannot Be Copyrighted

Can a mere idea be copyrighted? No! However, if the idea is expressed in a radio script consisting of dramatic or dramatico-musical material or in a lecture, sermon or address, the Copyright Office will issue a certificate of registration upon the deposit of one copy with an application for registration and a $1 fee. The copyright gives the owner no exclusive rights to use the title of the script or to the ideas expressed, although the use of certain titles can be enjoined if by reason of extensive use they have acquired a special meaning to the public.

It does give him exclusive rights as to his manner of expressing the ideas and no one can thereafter broadcast, perform or copy the script without his permission. The advantages of registration are (1) *prima facie* proof of authorship (2) proof that the work was created not later than the date of registration, (3) statutory damages and counsel fees allowable in case of infringement, and (4) psychological effect of the term "copyright" on the public and on potential or actual infringers.

It should be stated that it is not legally necessary to copyright radio scripts as they are protected by our common law until such time as copies are made for publication or sale. Public performance does not amount to publication. The advantages of this common law protection are (1) perpetual term until publication, (2) no registration formalities, (3) protection even if not in dramatic or lecture form and (4) no expense. In practice, only a small percentage of radio scripts broadcast are copyrighted, due, no doubt, to the expense and trouble of copyrighting.

Written Contract as Protection to Originator

Some believe that certain rights can be secured in a plan, idea or script by merely mailing it in a postpaid sealed envelope addressed to the sender or some responsible third party, the receiving party merely keeping the package unopened. In the writer's opinion, all that can be said for this protection scheme is that it furnishes some evidence that the idea, plan or script was conceived or written not later than the postmark date. It creates no rights that the creator of the idea would not otherwise possess. A sworn affidavit of the creator to the script or idea with a county clerk's certificate affixed (to disprove any contention that the affidavit was dated back) would seem about equally effective. The important thing to bear in mind is that the rights of the parties are established by the negotiations with the prospective purchaser rather than by the affidavit or the mailing of the idea or plan.

Should the originator of a program idea or plan submit it to a station or an advertiser without having placed it in some literary form, he cannot object to its use unless he has a contract. The contract may be verbal and in some instances its terms need not even have been discussed, the courts implying a contract where the circumstances indicate that the idea man had no intention of making a gift of the idea for the commercial advantage of the other party. The jury may decide on the facts of the case to award a reasonable sum to the plaintiff; an award equal to defendant's profits would be excessive although proper enough in a copyright case.

On the other hand, they may conclude that the idea was not original or that the plaintiff had no intention of securing financial compensation when he submitted it or that the defendant made no use of the idea, or that the plaintiff gave the defendant full discretion as to what, if anything, should be paid for the use of the idea, in any of which cases no recovery should be allowed.

If a program idea is submitted, both the party submitting it and the party to whom it is submitted should want it expressed in writing in as much as possible, for then neither party can later be confronted with the contention that the program idea was quite different from that actually submitted even though the idea was also orally discussed, as it usually will be.

Occasionally originators of sales or program ideas have been known to submit a formal contract requiring the payment of a percentage of increased sales and to insist upon the contract being signed before divulging any details. If one were looking for the best way of killing off a prospect, this would be it. No sane advertiser could be expected to put his name to a contract that might tie his hands from using other similar ideas created by other idea men or by his own advertising department.

Because of a number of court decisions allowing recoveries for the alleged use of slogans or plans, many advertising agencies have devised a form of protection against unfounded suits — a document which they require the idea man to sign. A person might hesitate to sign this form because it seems to make the agency the sole arbiter as to whether the idea is original or not and what price should be paid. However, if the person knows the agency's reputation for fair dealing, he should rely on it and sign the agreement because no reputable agency could afford to jeopardize its business standing by using an idea without paying the originator.

Holdings of the Courts on Rights of Idea Creators

Various courts have held that a contract to pay for the use of an idea lacking originality is unenforceable. There are decisions that an idea for increasing profits by merely raising the price of the article sold lacked novelty and that an idea of rearranging the weight of an automobile to equalize the strain upon the springs lacked novelty. Courts have held that a plan for insurance sales could be used by the company to which it was submitted, as no steps had been taken to protect the plan from escape or disclosure; that a slogan submitted to and claimed to have been used by a department store justified a jury verdict for the idea man; that the submission of ideas or plans to an agency on a speculative basis, the agency submitting them to an advertiser, who, however, did not use them, justified a verdict against the agency for the value of services performed at the agency's request on the theory that the prestige of the agency was enhanced in the eyes of the advertiser; that when an advertiser agreed to consider an idea only on the understanding that the use to be made of it and the price, if any, to be paid for it, were to rest solely in the advertiser's discretion there could be no recovery for the use of the idea thus submitted as the creator relied solely upon the good faith and sense of fairness of the advertiser in paying for the idea; that an agency which creates an advertising plan for a client, but which is unable to reap its benefits because the client engages a different agency to use the plan, is entitled to a verdict.

It is evident from the decisions handed down thus far that the law furnishes a remedy in situations in which the idea is original and is submitted and used under conditions which make some compensation not only expected but also virtually necessary. However, since the law always favors the diligent, persons who put their ideas into the most tangible form possible and who protect them as suggested in this article are more apt to meet with success in both negotiation and litigation than persons who have mere intangible ideas or plans.

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[*] Partner since 1936 in the law firm Crawford & Sprague, New York; special counsel for National Committee of Independent Broadcasters in 1938 American Federation of Musicians negotiations and for NAB in various copyright matters; associate counsel NBC previous seven years and in important cases of *Kreymborg* v. *Durante, Uproar* v. *NBC & Texas Co., etc.*; with New York law firm Hunt, Hill & Betts prior to 1929; graduate of New York University Law School; member New York Advertising Club, Association of Bar of City of New York, American Bar Association, New York County Lawyers Association, Federal Communications Bar Association; author of "Freedom of the Air", *Air Law Review.*

LEADING THE FIELD IN PROGRAM IDEAS

STAR RADIO PROGRAMS INC.

America's Leading Script Syndicate

Write For FREE Catalogue and Sales Brochures

250 PARK AVENUE - Phone: Plaza 3-4991 - NEW YORK CITY

GROSS NIGHT RATES

(*Rates in Effect Jan. 1, 1939*)

(6:00 p.m. to 10:30 p.m. except as noted)

	1 hr.	½ hr.	¼ hr.
Albany (WOKO)	175.00	105.00	70.00
Atlanta (WGST)	200.00	120.00	80.00
Baltimore (WBAL)	340.00	215.00	135.00
Buffalo (WGR-WKBW) (2)	300.00	180.00	120.00
Cincinnati (WCKY)	440.00	260.00	155.00
Cleveland (WHK) (2)	340.00	204.00	136.00
Columbus (WHKC)	65.00	39.00	26.00
Columbia (WIS) (1)	130.00	78.00	52.00
Dallas-Ft. Worth (KGKO)	248.50	148.50	100.00
Dayton (WHIO)	180.00	108.00	70.00
Greensboro (WBIG)	100.00	75.00	50.00
Hartford (WTIC)	360.00	216.00	144.00
Houston (KTRH) (1)	250.00	140.00	90.00
Kansas City (KMBC)	400.00	200.00	100.00
Little Rock (KLRA)	100.00	60.00	40.00
Los Angeles (KHJ)	300.00	180.00	120.00
Don Lee Southern California Group (1):			
Los Angeles (KHJ)			
San Diego (KGB)			
Santa Barbara (KDB)			
San Bernardino (KFXM)			
Bakersfield (KPMC)	640.00	384.00	256.00
Santa Ana (KVOE)			
El Centro (KXO)			
San Luis Obispo (KVEC)			
*Visalia (KTKC)			
Don Lee Northern California Group (1):			
San Francisco (KFRC)			
San Jose (KQW)			
Stockton (KGDM)	380.00	228.00	152.00
Monterey (KDON)			
Eureka (KIEM)			
Don Lee Complete California Network (1): See stations in Northern and Southern California Groups	1,000.00	600.00	400.00
Macon (WMAZ)	100.00	60.00	40.00
Memphis (WREC)	200.00	130.00	85.00
Miami (WIOD)	150.00	90.00	60.00
Milwaukee (WISN) (3)	200.00	125.00	80.00
Montgomery (WSFA)	100.00	50.00	30.00
Nashville (WLAC)	225.00	135.00	90.00
Oklahoma City (KOMA)	250.00	155.00	83.50
Philadelphia (WCAU) (1)	500.00	300.00	200.00
Phoenix (KOY((3)	90.00	54.00	36.00
Arizona Network:			
Bisbee-Douglass (KSUN)			
Phoenix (KOY)	150.00	85.00	56.00
Tucson (KGAR)			
Pittsburgh (WCAE)	475.00	300.00	190.00
Portland (KALE)	120.00	60.00	30.00
Portland (KOIN)	200.00	100.00	65.00
Richmond (WRVA)	250.00	150.00	100.00
Rochester (WHAM)	360.00	216.00	144.00
Salt Lake City (KDYL)	200.00	135.00	90.00
San Antonio (KTSA)	165.00	90.00	55.00
San Diego (KGB)	80.00	48.00	32.00
San Francisco (KFRC)	250.00	150.00	100.00
Santa Barbara (KDB)	50.00	30.00	20.00
Seattle (KIRO)	215.00	130.00	87.50
St. Louis (KWK) (3)	350.00	200.00	110.00
Syracuse (WFBL) (1)	175.00	105.00	70.00
Worcester (WTAG)	160.00	96.00	64.00

(*) Optional—when used add same rate that applies for KDB.

(1) A lower rate 6:00 p.m. to 6:30 p.m.
(2) A lower rate 6:00 p.m. to 7:00 p.m.
(3) A lower rate 10:00 p.m. to 10:30 p.m.

WORLD TRANSCRIPTION SYSTEM

A Service of World Broadcasting System

711 Fifth Ave., New York City

Telephone: Wickersham 2-2100

EXECUTIVES

Percy L. Deutsch, *President*
A. J. Kendrick, *Vice-President and General Manager.*
Norton Cotterill, *Vice-President and Sales Manager.*
A. B. Sambrook, *Station Relations Manager.*
Sam J. Henry, Jr., *Sales Promotion Manager.*

BRANCH OFFICES

Chicago—301 E. Erie St. *Manager:* Read Wight.
Hollywood—1000 N. Seward St. *Manager:* Pat Campbell.
San Francisco—1050 Howard St. *Manager:* Carl C. Langevin
Washington—Wardman Park Hotel. *Manager:* Harold A. Lafount.
Atlanta—Mortgage Guarantee Bldg.

WAVE—POWER—TIME

See individual station listings. All time is local time in cities shown.

COMMISSION AND CASH DISCOUNT

Agency commission of 15% on net station time charges allowable to recognized advertising agencies.

GENERAL ADVERTISING

Stations are available in any combination. Night rates apply from 6:00 p.m. to 10:30 p.m. daily except Sunday, on all stations unless otherwise indicated. Day rates apply from 9:00 a.m. to 6:00 p.m., daily except Sunday, on all stations unless otherwise indicated.

See individual listings, or consult World Broadcasting System, for early morning, late evening, transition and Sunday rates, as well as for time and frequency discounts, special combination and five minute rates, and other information not shown.

SERVICE FACILITIES

Studios and complete recording facilities in New York, Chicago, and Hollywood. Equipped throughout for vertical cut wide range recording. Services of program, continuity and production departments are available without extra charge. Merchandising, market research, and publicity services available on request, usually at cost.

CONTRACT AND OTHER REQUIREMENTS

Rates subject to change without notice and should always be confirmed with World Broadcasting System. All programs and products are subject to the approval and program policies of member stations of the World Transcription System.

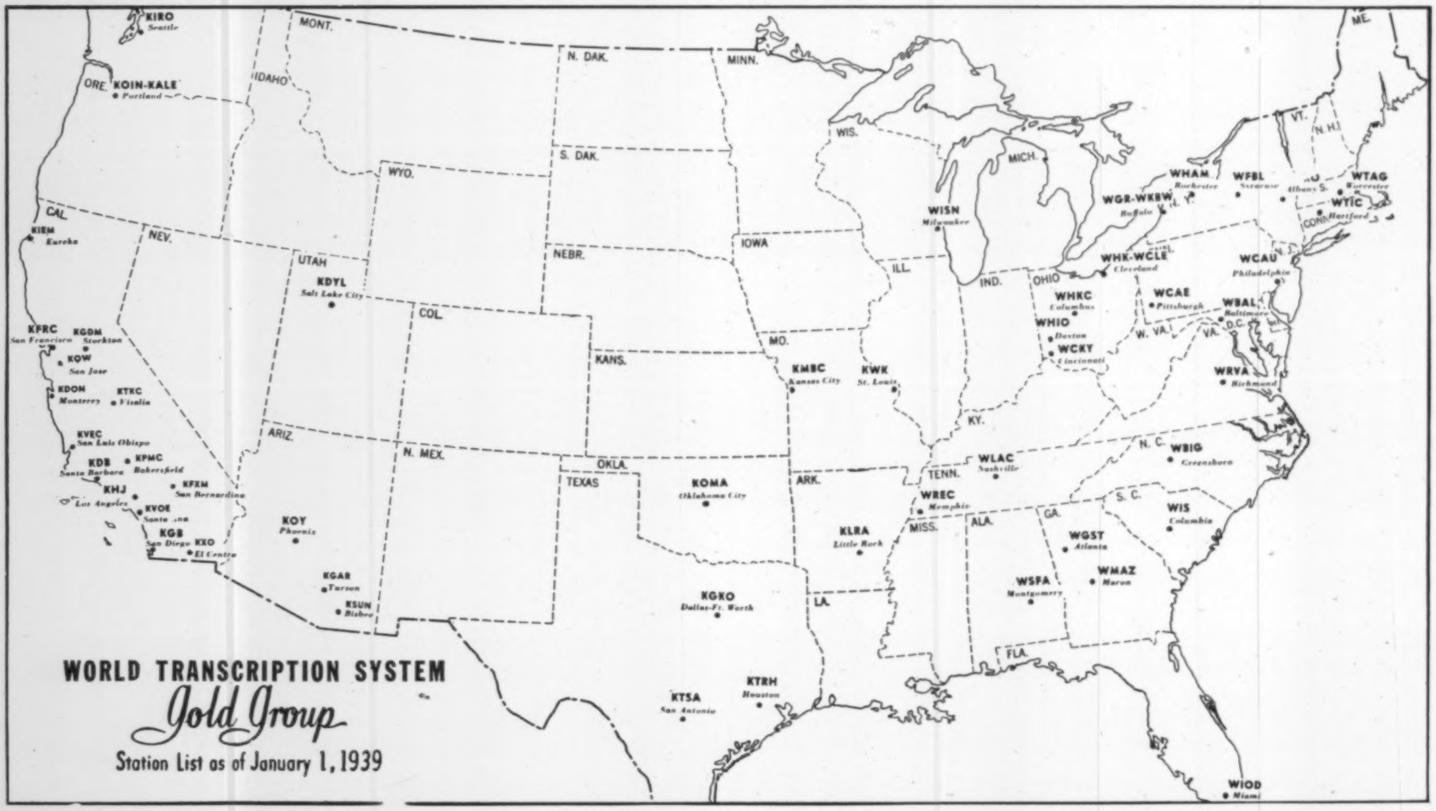
GROSS DAY RATES

(9:00 a.m. to 6:00 p.m. except as noted)

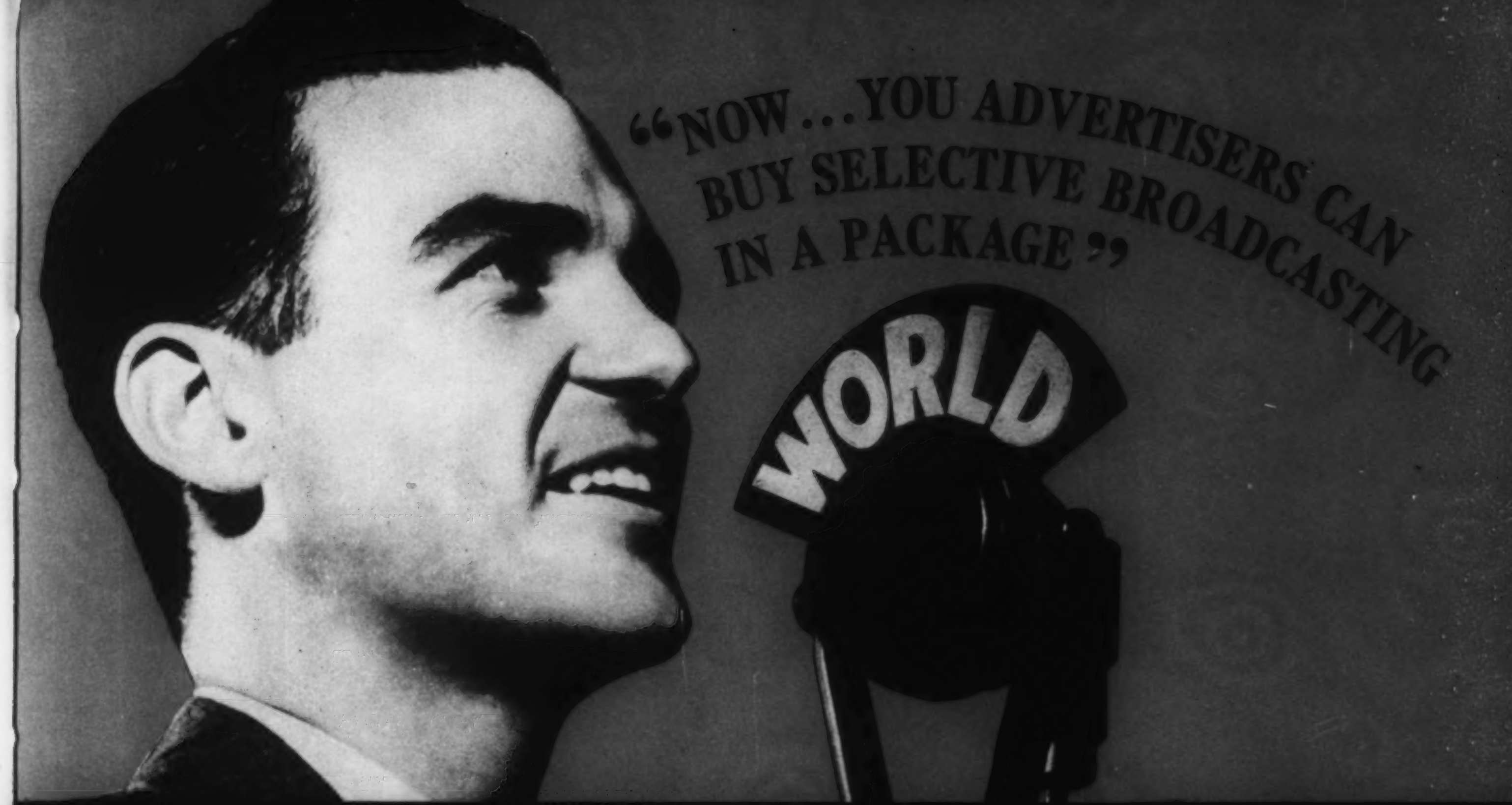
	1 hr.	½ hr.	¼ hr.
Albany (WOKO)	88.00	53.00	35.00
Atlanta (WGST)	100.00	60.00	40.00
Baltimore (WBAL)	170.00	108.00	68.00
Buffalo (WGR-WKBW) (a)	95.00	57.00	38.00
Cincinnati (WCKY) (b)	250.00	165.00	95.00
Cleveland (WHK) (c)	170.00	102.00	68.00
Cleveland (WCLE) (g)	50.00	30.00	20.00
Columbus (WHKC) (g)	43.35	26.00	17.35
Columbia (WIS)	70.00	42.00	28.00
Dallas-Ft. Worth (KGKO)	124.00	74.40	50.00
Dayton (WHIO)	90.00	54.00	35.00
Greensboro (WBIG) (h)	60.00	37.50	20.00
Hartford (WTIC)	180.00	108.00	72.00
Houston (KTRH)	125.00	75.00	50.00
Kansas City (KMBC) (d)	200.00	100.00	50.00
Little Rock (KLRA)	65.00	40.00	25.00
Los Angeles (KHJ)	150.00	90.00	60.00
Don Lee Southern California Group:			
Los Angeles (KHJ)			
San Diego (KGB)			
Santa Barbara (KDB)			
San Bernardino (KFXM)			
Bakersfield (KPMC)	320.00	192.00	128.00
Santa Ana (KVOE)			
El Centro (KXO)			
San Luis Obispo (KVEC)			
*Visalia (KTKC)			
Don Lee Northern California Group:			
San Francisco (KFRC)			
San Jose (KQW)			
Stockton (KGDM)	215.00	129.00	86.00
Monterey (KDON)			
Eureka (KIEM)			
Don Lee Complete California Network: See stations in Northern and Southern California Groups	500.00	300.00	200.00
Macon (WMAZ)	70.00	42.00	28.00
Memphis (WREC)	125.00	90.00	50.00
Miami (WIOD)	75.00	45.00	30.00
Milwaukee (WISN)	100.00	62.50	40.00
Montgomery (WSFA)	60.00	30.00	20.00
Nashville (WLAC)	115.00	68.00	45.00
Oklahoma City (KOMA)	125.00	77.50	41.75
Philadelphia (WCAU)	250.00	150.00	100.00
Phoenix (KOY)	45.00	27.00	18.00
Arizona Network:			
Bisbee-Douglas (KSUN)			
Phoenix (KOY)	75.00	50.00	35.00
Tucson (KGAR)			
Pittsburgh (WCAE)	237.50	150.00	95.00
Portland (KALE)	60.00	30.00	15.00
Portland (KOIN)	100.00	50.00	32.50
Richmond (WRVA) (e)	125.00	75.00	50.00
Rochester (WHAM)	180.00	108.00	72.00
Salt Lake City (KDYL)	100.00	67.50	45.00
San Antonio (KTSA)	82.50	45.00	27.50
San Diego (KGB)	40.00	24.00	16.00
San Francisco (KFRC)	125.00	75.00	50.00
Santa Barbara (KDB)	35.00	20.00	15.00
Seattle (KIRO)	107.50	65.00	43.75
St. Louis (KWK) (f)	160.00	90.00	50.00
Syracuse (WFBL((d)	88.00	53.00	35.00
Worcester (WTAG)	80.00	48.00	32.00

(*) Optional—when used add same rate that applies for KDB.

(a) A higher rate 5:00 p.m. to 6:00 p.m.
(b) A higher rate 4:30 p.m. to 6:00 p.m.
(c) A lower rate 9:00 a.m. to 10:00 a.m. and 12:00 noon to 4:30 p.m.
(d) A lower rate 9:00 a.m. to 9:30 a.m.
(e) A lower rate 1:00 p.m. to 5 p.m.
(f) A lower rate 9:00 a.m. to 10:00 a.m.
(g) A higher rate 12:00 noon to 2:00 p.m. and 4:00 p.m. to 6:00 p.m.
(h) A higher rate 11:30 a.m. to 1:30 p.m. and 4:30 p.m. to 6:00 p.m.


KIRO Seattle
ORE.
KOIN-KALE Portland
IDAHO
MONT.
WYO.
N. DAK.
S. DAK.
MINN.
WIS.
MICH.
CAL.
KIEM Eureka
NEV.
UTAH
KDYL Salt Lake City
COL.
NEBR.
IOWA
ILL.
IND.
OHIO
KFRC San Francisco
KGDM Stockton
KQW San Jose
KDON Monterey
KTKC Visalia
KVEC San Luis Obispo
KDB Santa Barbara
KPMC Bakersfield
KHJ Los Angeles
KFXM San Bernardino
KVOE Santa Ana
KGB San Diego
KXO El Centro
ARIZ.
KOY Phoenix
KGAR Tucson
KSUN Bisbee
N. MEX.
KANS.
MO.
KMBC Kansas City
KWK St. Louis
KY.
OKLA.
KOMA Oklahoma City
ARK.
KLRA Little Rock
TEXAS
KGKO Dallas-Ft. Worth
KTSA San Antonio
KTRH Houston
LA.
MISS.
TENN.
WLAC Nashville
WREC Memphis
ALA.
WSFA Montgomery
GA.
WGST Atlanta
WMAZ Macon
FLA.
WIOD Miami
S. C.
WIS Columbia
N. C.
WBIG Greensboro
WISN Milwaukee
WGR-WKBW Buffalo
N. Y.
WHAM Rochester
WFBL Syracuse
Albany
WTAG Worcester
WTIC Hartford
CONN.
VT.
N. H.
ME.
N. J.
WHK-WCLE Cleveland
WHKC Columbus
WHIO Dayton
WCKY Cincinnati
WCAE Pittsburgh
WCAU Philadelphia
WBAL Baltimore
D. C.
W. VA.
VA.
WRVA Richmond

WORLD TRANSCRIPTION SYSTEM
Gold Group
Station List as of January 1, 1939


"NOW... YOU ADVERTISERS CAN BUY SELECTIVE BROADCASTING IN A PACKAGE"
WORLD

The GOLD GROUP

TESTED STATIONS IN MARKET CENTERS

The Gold Group is rapidly expanding its coverage to embrace the first 75 market centers of the nation. (See WTS listing elsewhere in this yearbook.)

BOTH NATIONAL AND REGIONAL advertisers who heretofore have found no radio coverage pattern to fit their markets are invited to investigate the Gold Group. Address World Broadcasting System, 711 Fifth Ave., New York, (301 East Erie St., Chicago; 1000 North Seward St., Hollywood)

Now **for the first time in radio history, a sponsor can advertise his product just where his markets are—and do it with network simplicity by means of the new World Transcription System, the first completely flexible coast-to-coast group of radio stations.**

1 *One headquarters for responsibility and service.*

2 *Few or many stations, as needed.*

3 *Absorption of mechanical costs in whole or part.*

4 *Network simplicity of operation for the convenience of advertiser and agency.*

5 *Major market coverage.*

6 *Timing of broadcasts to capitalize on local listening habits.*

7 *Unified merchandising support.*

8 *World identification of each program as a hallmark of quality.*

Transcription Headquarters

Complete studios and recording facilities in New York, Chicago, and Hollywood, for the production of World's exclusive Western Electric vertical-cut, Wide Range transcriptions—radio's standard of quality for a decade.

WTS

WORLD TRANSCRIPTION SYSTEM

a service of

WORLD BROADCASTING SYSTEM

The World's
Only Exclusive
Library Service
is the
WORLD
WORLD PROGRAM SERVICE

Pioneered by the same organization responsible for every other important transcription development, World Program Service supplies its *exclusive contract* stations with the greatest repertory of music ever recorded for radio . . . 150 artist and orchestra names, not available on phonograph records or by any other medium, are *exclusive* to World subscribers on World's vertical-cut Wide-Range transcriptions. A few open markets for exclusive station contracts are available . . . one franchise to a station city. Write for details to Station Relations Dept., 711 Fifth Avenue, New York City.

★

185 Member Stations Enjoy This Service. (See List of World Library Subscribers elsewhere in this Yearbook.)

★

2500 separate musical numbers comprise the library — the finest in radio.

★

New numbers are sent to member stations each month.

★

Outstanding orchestras and artists constantly contribute to World Program Service.

★

Music ranges from classical and symphonic groups through the old favorites, both vocal and instrumental, and rounding out the wide appeal of World programs with the most modern dance tunes.

★

Every new musical work, every type of performing group that creates a vogue, goes to swell the library of member stations.

WORLD PROGRAM SERVICE

a service of

WORLD BROADCASTING SYSTEM

ATLANTA • CHICAGO • NEW YORK • HOLLYWOOD • SAN FRANCISCO • WASHINGTON

Advertisers Using

World Broadcasting System Transcriptions During 1938

Thirty-Minute Programs

Advertiser and Address	Product	Agency and Address
California Fruit Growers Exchange, Los Angeles	Sunkist Oranges	Lord & Thomas, Los Angeles
Quaker Oats Co., Chicago	Full-O-Pep Feed	Benton & Bowles, Chicago
Skelly Oil Co., Kansas City	Oil and Gas	Blackett-Sample-Hummert Chicago

Fifteen-Minute Programs

Advertiser and Address	Product	Agency and Address
American Stove Co., Cleveland	Magic Chef Gas Range	BBDO, N. Y.
American Bankers Assn., New York	Bankers Service	Direct
Armstrong Cork Products Co., Lancaster, Pa.	Rugs & Linoleum	BBDO, N. Y.
Axton Fisher Tobacco Co., Louisville	Tobacco & Cigarettes	McCann-Erickson, N. Y.
Campbell Cereal Co., Minneapolis	Malt-O-Meal	Ruthrauff & Ryan, Chicago
Campbell-Taggart Bakeries, Kansas City	Bread	Russell C. Comer, Kansas City
Chicago Motor Club, Chicago	Safety Campaign	McJunkin Adv. Agency, Chicago
Coca Cola Company, Atlanta	Coca Cola	D'Arcy Adv. Co., St. Louis
Corning Glass Co., Corning, N. Y.	Pyrex	BBDO, N. Y.
DeSoto Motor Corp., Detroit	Motor Cars	J. Stirling Getchell, N. Y.
Dr. Miles Laboratories, Elkhart, Ind.	Alka Seltzer	Wade Adv. Agency, Chicago
Firestone Tire & Rubber Co., Akron	Tires	Direct
General Baking Co., New York	Bond Bread	BBDO, N. Y.
General Motors Corp., Detroit	Oldsmobile	D. P. Brother & Co., Detroit
H. J. Heinz Co., Pittsburgh, Pa.	Baby Food	Maxon Inc., Detroit
J. A. Folger Co., San Francisco	Coffee	Gardner Adv. Co., St. Louis
Chevrolet Motor Co., Detroit	Autos	Campbell-Ewald Co., Detroit
W. K. Kellogg Co., Battle Creek, Mich.	Cereal	J. Walter Thompson Co., Chicago N. W. Ayer & Son, Philadelphia
Kroger Grocery & Baking Co., Cincinnati	Bread & Coffee	Ralph H. Jones Co., Cincinnati
Let's Do Something About It, Inc., Oak Park, Ill.	Political	Ruthrauff & Ryan, Chicago
Lydia E. Pinkham Medicine Co., Lynn, Mass.	Lydia Pinkham Vegetable Compound	Erwin Wasey & Co., N. Y.
J. W. Marrow Mfg. Co., Chicago	Mar-O-Oil Shampoo	Baggaley, Horton & Hoyt, Chicago
Methodist Church	Religion	Sam Bartlett, Chicago
Oneida Community, Oneida, N. Y.	Tudor Plate	BBDO, N. Y.
Penick & Ford, New York	My-T-Fine Dessert	BBDO, N. Y.
Procter & Gamble Co., Cincinnati	Teel	H. W. Kastor & Sons Adv. Co., Chicago
Procter & Gamble Co., Cincinnati	Lava Soap	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	Ivory Flakes	Pedlar & Ryan Inc., N. Y.
Procter & Gamble Co., Cincinnati	Chipso	Compton Adv. Inc., N. Y.
Procter & Gamble Co., Cincinnati	Dreft	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	Dreft	Compton Adv. Inc., N. Y.
Procter & Gamble Co., Cincinnati	Oxydol	Blackett-Sample-Hummert, Chicago
Ralston-Purina Co., St. Louis	Feeds	Gardner Adv. Co., St. Louis James Fisher Co., Toronto
Standard Brands, New York	Royal Baking Powder	McCann-Erickson, N. Y.
Standard Oil of Ohio, Cleveland	Gasoline	McCann-Erickson, N. Y.
Sterling Products, Wheeling	California Syrup of Figs	Blackett-Sample-Hummert, N. Y.
Sterling Products, Wheeling	Haley's M-O & Danderine	Blackett-Sample-Hummert, N. Y.
Varady of Vienna Inc., Chicago	Cosmetics	Baggaley, Horton & Hoyt, Chicago
Wander Co., Chicago	Ovaltine	Blackett-Sample-Hummert, Chicago

Five-Minute Programs

Advertiser and Address	Product	Agency and Address
Berry Bros., Detroit	Paints	Maxon Inc., N. Y.
Chicago Motor Club, Chicago	Safety Campaign	McJunkin Adv. Agency, Chicago
H. B. Davis Co., Baltimore	Paint	Van Sant, Dugdale & Co., Baltimore
De Kalb Agricultural Assn., DeKalb, Ill.	Hybrid Seed Corn	Frank Presbrey Co., Chicago
Dunn & McCarthy Inc., Auburn, N. Y.	Shoes	Marschalk & Pratt, N. Y.
Durkee Famous Foods, Elmhurst, N. Y.	Durkee's Salad Dressing	Federal Adv. Agency, N. Y.
Gardner Nursery Co., Osage, Iowa	Trees, Plants	Northwest Radio Adv. Co., Seattle, Wash.
Glidden Co., Cleveland	Paints & Varnish	Meldrum & Fewsmith, Cleveland
Peaslee-Gaulbert Co., Louisville	Paints	J. Stirling Getchell, N. Y.
U. S. Rubber Co., Akron	Tires	Campbell-Ewald Co., N. Y.
Wadsworth-Howland & Co., N. Y.	Paints	J. Stirling Getchell, N. Y.

One-Minute Announcements

Advertiser and Address	Product	Agency and Address
Arrow Beer, Baltimore	Beer	Jos. Katz Co., N. Y.
Aurora Laboratories, Chicago	Cold Tablets	Aubrey Moore & Wallace, Chicago
Beaumont Laboratories, St. Louis	4-Way Cold Tablets	H. W. Kastor & Sons Adv. Co. Chicago
Bristol-Myers Company, New York	Mum	Pedlar & Ryan, N. Y.
Carrier Corp., Syracuse, N. Y.	Air Conditioner	Charles Dallas Reach, Newark
Cracker Jack Co., Chicago	Candy	John H. Dunham Co., Chicago
Creamette Co., Minneapolis	Macaroni	John H. Dunham Co., Chicago
DeKalb Agricultural Assoc., DeKalb, Ill.	Hybrid Seed Corn	Frank Presbrey Co., Chicago
Dunn & McCarthy Inc., Auburn, N. Y.	Shoes	Marschalk & Pratt, N. Y.
Ex-Lax Co., Brooklyn	Ex-Lax	Jos. Katz Co., Baltimore
Foley & Co., Chicago	Cough Syrup	Lauesen & Salomon, Chicago
French Lick Springs Hotel Co., French Lick, Ind.	Pluto Water	H. W. Kastor & Sons Adv. Co. Chicago
General Cigar Co., New York	Cigars	H. W. Kastor & Sons Adv. Co. Chicago
Gold Dust Corp., New York	Shinola	BBDO, N. Y.
Grove Laboratories, St. Louis	Medicine	H. W. Kastor & Sons Adv. Co., Chicago
H. & H. Cleaner Co. Inc., Des Moines	H. & H. Cleaner	John H. Dunham Co., Chicago
Horlick's Malted Milk Corp., Racine Wis.	Food	Roche, Williams & Cunnyngham, Chicago
Independent Grocers Alliance, Chicago	Coffee	Ruthrauff & Ryan, Chicago
International Radio Co., Ann Arbor, Mich.	Cameras	Ruthrauff & Ryan, Chicago
Lewis-Howe Medicine Co., St. Louis	Tums	H. W. Kastor & Sons, Chicago
McKenzie Milling Co., Quincy, Mich.	Flour	John H. Dunham Co., Chicago
McKesson & Robbins, Bridgeport, Conn.	Pursang	Bowman & Columbia, N. Y.
Mennen Co., Newark	Skin Balm	H. W. Kastor & Sons, Chicago
Molly-O Corp., Chicago	Food	John H. Dunham Co., Chicago
National Association of Manufacturers, N. Y.	Institutional	Direct
O'Cedar Corp., Chicago	Wax & Polish	John H. Dunham Co., Chicago
National Tuberculosis Assn., N. Y.	Xmas Seals	Direct
Omar Mills, Omaha	Food	Lyle T. Johnson Co., Chicago
Pacquin Co., N. Y.	Cosmetics	H. W. Kastor & Sons, Chicago
Parker Bros., Salem, Mass.	Lexicon	John W. Queen, Boston
Personal Finance Co., N. Y.	Personal Finance	Blackett-Sample-Hummert, N. Y.
Peter Paul Inc., Naugatuck, Conn.	Candy	Platt-Forbes, N. Y.
Procter & Gamble Co., Cincinnati	Camay Soap	Pedlar & Ryan, N. Y.
Seeley Rupture Est., Chicago	Hernia Method	Bozell & Jacobs, Chicago
Sherwood Brothers, Baltimore	Betholine	Van Sant, Dugdale & Co., Baltimore
Stevens Hotel, Chicago	Hotel	Maxon, Chicago
Swift & Company, Chicago	Sandwich Spread	J. Walter Thompson Co., Chicago
Vestal Chemical Co., St. Louis	Floor Wax	Ruthrauff & Ryan, Chicago
Welch Grape Juice Co., Westfield, N. Y.	Grape Juice	H. W. Kastor & Sons, Chicago
Willard Battery Co., Cleveland	Batteries	Meldrum & Fewsmith, Cleveland
Williamson Candy Co., Chicago	Candy	John H. Dunham Co., Chicago

Thirty-Second Announcements

Advertiser and Address	Product	Agency and Address
Aero Mayflower Transit Co., Indianapolis	Moving Service	Direct

Fifteen-Second Announcements

Advertiser and Address	Product	Agency and Address
Buick Motor Co., Flint, Mich.	Buick	Arthur Kudner, N. Y.

COLUMBIA BROADCASTING SYSTEM, Inc.: EXECUTIVES and STAFF

485 Madison Ave., New York City
Telephone: Wickersham 2-2000

STAFF

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J. K. Churchill, *Chief Statistician of Market Research Division*
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Gerald Maulsby, *Assistant Director of Program Operations*
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Julius Mattfeld, *Music Librarian*
Sterling Fisher, *Director of Talks and Education*
Leon Levine, *Assistant Director of Educational Programs*
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Agnes Law, *Manager of Program Reference File*
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Gilbert Seldes, *Director Television Programs*
Elizabeth Tucker, *Director Short Wave Programs*
Walter R. Pierson, *Manager of Sound Effects Division*
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I. S. Becker, *Business Manager of Columbia Artists, Inc.*
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Luther Reid, *Assistant Director of Publicity*
Jos. McElliott, *Manager of Photographic Division*
Edwin King Cohan, *Director of General Engineering*
A. B. Chamberlain, *Chief Engineer*
Hugh A. Cowham, *Commercial Engineer*
Peter G. Goldmark, *Chief Television Engineer*
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Albert H. Bryant, *Manager of Mail and Files*
John E. Forsander, *Purchasing Agent*
W. J. Flynn, *Chief Accountant*
Arthur S. Padgett, *Chief Auditor*
G. Stanley McAllister, *Manager of Construction and Building Operations*

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H. A. Carlborg, *Manager, Detroit Office*
Paul S. Wilson, *Manager, Chicago Office*
George L. Moskovics, *Manager, Los Angeles Office*
Victor Giebish, *Manager, Milwaukee Office*
Royal Penny, *Account Executive, Charlotte*
Wm. J. Williamson, *Account Executive, Cincinnati*
John Bohn, *Account Executive, St. Louis*

WABC PERSONNEL

485 Madison Ave., New York City

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Robert C. Mayo, *Director of Sales Service*
George Allen, *Director of Programs*
Henry Grossman, *Chief Engineer*

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Jos. H. Ream, *Secretary and General Attorney*
William C. Gittinger, *Sales Manager*

OWNED AND OPERATED STATIONS

WABC	New York	WBBM	Chicago
WJSV	Washington	WKRC	Cincinnati
WBT	Charlotte	WCCO	Minneapolis
KMOX	St. Louis	WEEI	Boston
KNX	Los Angeles		

CHICAGO PERSONNEL

410 No. Michigan Ave.

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J. L. Van Volkenburg, *Assistant to Mr. Atlass*
J. J. King, *Assistant to Mr. Atlass*
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Harry Mason Smith, *Chicago Sales Manager*
Frank Rand, *Publicity Manager*
Frank B. Falknor, *Chief Engineer*
J. Oren Weaver, *News Editor*
Robert N. Brown, *Program Director*
Robert Hafter, *Production Manager*
Urban Johnson, *Sound Effects Manager*
Wayde Grinstead, *Sales Promotion Director*
J. V. McLoughlin, *Accountant*

WASHINGTON PERSONNEL

Earle Bldg.

Harry C. Butcher, *Vice-President in Charge*
A. D. Willard, Jr., *Station Manager* WJSV
Wm. D. Murdock, *Sales Manager* WJSV
Clyde Hunt, *Chief Engineer*
Harry R. Crow, *Accountant*
Frederick A. Long, *Program Director*
Ann Gillis, *Publicity Director*
Paul A. Porter, *Attorney*

CINCINNATI PERSONNEL

WKRC, Hotel Alms

William A. Schudt, Jr., *Manager of* WKRC
John M. Tiffany, *Chief Engineer*
Ruth Reeves Lyons, *Program Director*
Margaret Maloney, *Publicity Director*

CHARLOTTE PERSONNEL

WBT, Wilder Bldg.

Lincoln Dellar, *Manager of* WBT
Robert W. Carpenter, *Accountant*
James Beloungy, *Chief Engineer*
Chas. H. Crutchfield, *Program Director*

MINNEAPOLIS PERSONNEL

WCCO, 625 Second Ave. S.

Earl H. Gammons, *Manager of* WCCO
John McCormick, *Assistant Manager*
Emmett J. Heerdt, *Accountant*
H. S. McCartney, *Chief Engineer*
Hayle C. Cavanor, *Program Director*
Alvin B. Sheehan, *Manager of Artists Bureau*
Carl Burkland, *Sales Manager*

ST. LOUIS PERSONNEL

Mart Bldg.

Merle S. Jones, *Manager of* KMOX
G. L. Tevis, *Chief Engineer*
R. S. Gillingham, *Accountant*
C. G. Renier, *Program Director*
Jerry Hoekstra, *Publicity Director*
K. W. Church, *Sales Manager*
James S. Johnson, *Sales Promotion Director*

PACIFIC COAST PERSONNEL

Los Angeles Office, KNX, Columbia Square

D. W. Thornburgh, *Vice-President in Charge on Pacific Coast*
John M. Dolph, *Assistant to Vice-President*
Charles D. Ryder, Jr., *Accountant*
Lester Bowman, *Western Division Operations Engineer*
Nelson G. Pringle, *News Editor*
Charles Vanda, *Program Director*
Russ Johnston, *Continuity Chief*
Fox Case, *Director of Special Events*
Edith S. Todesca, *Production Manager*
Hal Rorke, *Publicity Manager*
Harry W. Witt, *Sales Manager*
Edwin W. Buckalew, *Director of Sales Promotion*
Alan Cormack, *Traffic Manager*

San Francisco Office Palace Hotel Bldg.

Arthur J. Kemp, *Sales Manager, Pacific Network*
Henry M. Jackson, *Manager*

BOSTON PERSONNEL

WEEI, 182 Tremont St.

Harold E. Fellows, *Manager of* WEEI
John J. Murray, *Accountant*
Philip K. Baldwin, *Chief Engineer*
Lloyd G. del Castillo, *Production Manager and Musical Director*
Kingsley Horton, *Sales Manager*

DETROIT PERSONNEL

Fisher Bldg.

Webster H. Taylor, *Sales Manager*

EUROPEAN PERSONNEL

E. R. Murrow, *Chief of European Staff,*
14 Langham Place, London W1.
William L. Shirer, *Central European Representative,*
29 Avenue de Miremont, Geneva, Switzerland.
W. R. Wills, *Far Eastern Representative,*
4 Nichonie, Tamurocho, Shiba-Kee, Tokyo, Japan.

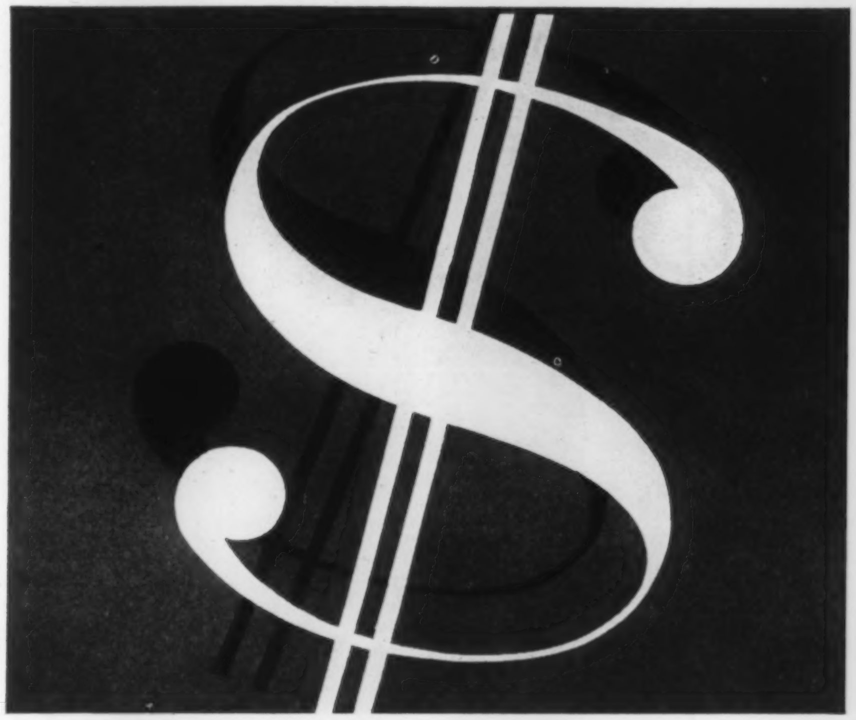
As Columbia sells the Nation

KARM

cbs pacific basic

Sells the Great San Joaquin Valley

owned and operated by george harm—fresno, california



A billion dollars worth of popularity

IN THE TWIN CITIES, more people listen more hours to WCCO than to any other station. The latest Crossley study★—the largest ever undertaken in this area—gives WCCO 18% more "first places" than its nearest competitor...

IN THE NORTHWEST, a half-billion dollar market, WCCO's dominance is never challenged. Throughout Minnesota, Western Wisconsin, the Eastern Dakotas, Northern Iowa, and the Michigan "thumb", 2,000,000 listeners have voted WCCO "FIRST" in all polls—against all competition!

Over 2,500,000 radio listeners in WCCO's daytime primary listening area buy and sell every kind of product to the tune of nearly a billion dollars annually!

With almost all these families WCCO is the favored station...

WCCO offers you its billion dollars worth of popularity at rates based on dominant Twin City coverage *alone*—the rich Northwest is a WCCO bonus!

★49,602 completed interviews—14 hours of the day, every day of the week of April 3, 1938.

WCCO **50,000 WATTS • CBS • MINNEAPOLIS-ST. PAUL**

Owned and operated by COLUMBIA BROADCASTING SYSTEM. Represented by RADIO SALES: New York, Chicago, Detroit, Milwaukee, Charlotte, N. C., Los Angeles, San Francisco

COLUMBIA BROADCASTING SYSTEM, Inc.: NETWORK RATES

485 Madison Ave., New York City
Telephone: Wickersham 2-2000

RATE CARD

(*Rates in effect Jan.* 1, 1938)

Night Rates (6 P.M. to 11 P.M.) are in **Bold Face. Day Rates** (8 A.M. to 6 P.M. and 11 P.M. to midnight) are in Light Face. **Transition Rates** (two-thirds of the night rates) apply to all stations broadcasting on current New York time from 6 P.M. to 6:30 P.M. **Sunday Afternoon Rates** (12 Noon to 6 P.M.) are two-thirds of night rates. **After Midnight Rates** (midnight to 8 A.M.) are one-third of night rates. Day and Night Rates and Sunday Afternoon Rates are figured on the basis of current local time in each city. Network operations prior to 8 P.M. (local time) may be scheduled by special arrangement. All rates apply to network broadcasts only. Rates for periods in excess of one hour in exact proportion to one-hour rates.

STATION RATES

This rate card is published for the convenient reference of advertisers and is not to be considered as an offer of facilities. All data herein are subject to change without notice. When program originates at points other than the studios of the Columbia Broadcasting System in New York, Chicago and Washington, a special charge is made.

BASIC NETWORK

Minimum 25 Cities

Including the following 23 cities:

	Time Zone	Full Hour		Half Hour		Quarter Hour	
Albany (WOKO)	E†	$175	88	105	53	70	35
Akron (WADC)	E	175	88	105	53	70	35
Baltimore (WCAO)	E	275	138	165	83	110	55
Boston (WEEI)	E†	425	213	255	128	170	85
Buffalo (WGR-WKBW)	E†	300	150	180	90	120	60
Chicago (WBBM)	C†	725	363	435	218	290	145
Cincinnati (WKRC)	E	300	150	180	90	120	60
Cleveland (WGAR)	E	300	150	180	90	120	60
Des Moines (KRNT)	C	200	100	120	60	80	40
Detroit (WJR)	E	625	313	375	186	250	125
Hartford (WDRC)	E†	175	88	105	53	70	35
Indianapolis (WFBM)	C	200	100	120	60	80	40
Kansas City (KMBC)	C	300	150	180	90	120	60
Lincoln (KFAB)	C	200	100	120	60	80	40
Louisville (WHAS)	C	450	225	270	135	180	90
New York (WABC)	E†	1250	625	750	375	500	250
Omaha (KOIL)*	C	175	88	105	53	70	35
Philadelphia (WCAU)	E†	550	275	330	165	220	110
Pittsburgh (WJAS)	E†	350	175	210	105	140	70
Providence (WPRO)	E†	200	100	120	60	80	40
St. Louis (KMOX)	C	500	250	300	150	200	100
Syracuse (WFBL)	E	200	100	120	60	80	40
Washington (WJSV)	E	300	150	180	90	120	60
Plus at least 2 of the following 4 Optional Basic cities:							
Columbus (WBNS)	E	175	88	105	53	70	35
Dayton (WHIO)	E	175	88	105	53	70	35
Rochester (WHEC)	E	175	88	105	53	70	35
Worcester (WORC)	E†	175	88	105	53	70	35
Total 25 Cities ~~only~~		$8700	4355	5220	2613	3480	1740

Only 2 Optional Basic cities are included in above totals.

(*Effective April 30)

BASIC SUPPLEMENTARY GROUP

23 Cities

These stations available individually with Basic Network.

Atlantic City (WPG)	E†	$125	63	75	38	50	25
Bangor (WABI)	E†	125	63	75	38	50	25
Binghamton (WNBF)	E	125	63	75	38	50	25
Charleston, W. Va. (WCHS)	E	150	75	90	45	60	30
Elmira (WESG)	E	125	63	75	38	50	25
Evansville (WEOA)	C	125	63	75	38	50	25
Fairmont (WMMN)	E	125	63	75	38	50	25
Harrisburg (WHP)	E	125	63	75	38	50	25
Milwaukee (WISN)	C	175	88	105	53	70	35
New Haven-Waterbury (WBRY)	E†	125	63	75	38	50	25
Parkersburg (WPAR)	E	125	63	75	38	50	25
Peoria (WMBD)	C	125	63	75	38	50	25
Pittsfield (WBRK)	E	125	63	75	38	50	25
Portland, Me. (WGAN)	E	125	63	75	38	50	25
Scranton (WGBI)	E	150	75	90	45	60	30
South Bend (WSBT)	C†	125	63	75	38	50	25
Springfield, Mass. (WMAS)	E†	150	75	90	45	60	30
Springfield, Vt. (WNBX)	E†	125	63	75	38	50	25
Topeka (WIBW)	C	175	88	105	53	70	35
Utica (WIBX)	E†	125	63	75	38	50	25
Wheeling (WWVA)	E	175	88	105	53	70	35
Wichita (KFH)	C	150	75	90	45	60	30
Youngstown (WKBN)	E	150	75	90	45	60	30
Group Total		$3150	1584	1890	954	1260	630

SOUTHEASTERN GROUP

11 Cities

These stations available individually with Basic Network

Anderson (WAIM)	E	$125	63	75	38	50	25
Asheville (WWNC)*	E	125	63	75	38	50	25
Augusta (WRDW)	C	125	63	75	38	50	25
Charlotte (WBT)	E	300	150	180	90	120	60
Durham (WDNC)	E	125	63	75	38	50	25
Greensboro (WBIG)	E	125	63	75	38	50	25
Macon (WMAZ)	E	125	63	75	38	50	25
Richmond (WRVA)	E	300	150	180	90	120	60
Roanoke (WDBJ)	E	125	63	75	38	50	25
Savannah (WTOC)	E	150	75	90	45	60	30
Winston-Salem (WSJS)	E	125	63	75	38	50	25
Group Total		$1750	879	950	529	700	350

(* Effective June 1)

SOUTHCENTRAL GROUP

11 Cities

These stations available individually with Basic Network

Atlanta (WGST)	C†	$200	100	120	60	80	40
Birmingham (WAPI)	C	150	75	90	45	60	30
Chattanooga (WDOD)	C	125	63	75	38	50	25
Knoxville (WNOX)	C	125	63	75	38	50	25
Little Rock (KLRA)	C	150	75	90	45	60	30
Memphis (WREC)	C	200	100	120	60	80	40
Meridian (WCOC)	C	125	63	75	38	50	25
Montgomery (WSFA)	C	125	63	75	38	50	25
Nashville (WLAC)	C	225	113	135	68	90	45
New Orleans (WWL)	C	375	188	225	113	150	75
Pensacola (WCOA)	C	125	63	75	38	50	25
Group Total		$1925	966	1155	581	770	385

SOUTHWESTERN GROUP

7 Cities

These Stations are available with the Basic Network in a group of not less than 5 of the following cities:

Dallas (KRLD)	C	$300	150	180	90	120	60
Houston (KTRH)	C	225	113	135	68	90	45
Oklahoma City (KOMA)	C	225	113	135	68	90	45
San Antonio (KTSA)	C	175	88	105	53	70	35
Shreveport (KWKH)	C	175	88	105	53	70	35
Tulsa (KTUL)	C	125	63	75	38	50	25
Waco (WACO)	C	125	63	75	38	50	25
Group Total		$1350	678	810	408	540	270

WEEKLY DISCOUNTS

(Applicable only to rates on this card)

The following weekly discounts, computed on gross weekly billing for time, will be allowed to each advertiser using network broadcasts for thirteen or more consecutive weeks:

Less than 5 station-hours per week	Net
5 or more but less than 10 station-hours per week	2½%
10 or more but less than 15 station-hours per week	5%
15 or more but less than 25 station-hours per week	7½%
25 or more but less than 45 station-hours per week	10%
45 or more but less than 70 station-hours per week	12½%
70 or more station-hours perweek	15%

Station-hours will be calculated as follows:

1 hr. (day or night) on 1 station	1.0 station-hour
½ hr. (day or night) on 1 station	.6 station-hour
¼ hr. (day or night) on 1 station	.4 station-hour

(Thus, in computing station-hour discounts, ½ hour and ¼ hour periods are given a weight equivalent, respectively, to their proportioned cost—60% and 40% of the full-hour rate.)

Two or more network contracts for the same advertiser may be combined in computing station-hour discounts.

ANNUAL DISCOUNTS

(Applicable only to rates on this card)

At the end of 52 consecutive weeks of network broadcasting, there will be due and payable to the advertiser an additional discount on network time computed as follows: 52 times 10% of the largest amount of weekly gross billing that has run consecutively for 52 weeks.

If an advertiser broadcasts weekly for a period longer than 52 weeks, but shorter than 104 weeks, he will be paid the maximum discount, under the foregoing terms, for any consecutive 52 weeks during the period of his broadcasting.

COMMISSIONS

A commission of 15% is allowed to recognized agencies on net station time charges and on any line charges.

NO CASH DISCOUNT

Charges for facilities are payable immediately after each broadcast.

CLASSIFICATIONS

Rates listed herein apply to all classes of acceptable accounts and advertising.

SERVICE FACILITIES

The Columbia Broadcasting System makes available a complete supplementary service for advertising agencies and radio advertisers, through the following: Columbia Artists, Inc.; Columbia Concerts Corporation; Continuity Department; Engineering Department; Program Department; Promotion & Research Department; Publicity Department; Sales Service Department; Station Relations Department.

FLORIDA GROUP

5 Cities

These stations available as a group with Basic Network

Jacksonville (WMBR)	E	$125	63	75	38	50	25
Miami (WQAM)	E	150	75	90	45	60	30
Orlando (WDBO)	E	125	63	75	38	50	25
Tampa (WDAE)	E	150	75	90	45	60	30
West Palm Beach (WJNO)	E	125	63	75	38	50	25
Group Total		$550	276	330	166	220	110

NORTHWESTERN GROUP

9 Cities

These stations available individually with Basic Network

Davenport (WOC)	C	$125	63	75	38	50	25
Dubuque (WKBB)	C	125	63	75	38	50	25
Duluth (KDAL)*	C	125	63	75	38	50	25
Green Bay (WTAQ)	C	125	63	75	38	50	25
La Crosse (WKBH)	C	125	63	75	38	50	25
Mason City (KGLO)	C	125	63	75	38	50	25
Minneapolis-St. Paul (WCCO)	C	475	238	285	143	190	95
Sioux City (KSCJ)	C	125	63	75	38	50	25
Yankton (WNAX)	C	150	75	90	45	60	30
Group Total		$1500	754	900	454	600	300

*Optional supplementary facilities are available, with Duluth only, in Hibbing (WMFG) and Virginia (WHLB) at an additional rate of $25 per evening hour; with costs of other periods in proportion.

MOUNTAIN GROUP

8 Cities

Available individually with Basic Network

Denver (KLZ)	M	$200	100	120	60	80	40
Salt Lake City (KSL)	M	300	150	180	90	120	60
The following stations available individually with Mountain or Pacific Coast groups.							
Albuquerque (KGGM)	M	125	63	75	38	50	25
Colorado Springs (KVOR)	M	125	63	75	38	50	25
Great Falls (KFBB)	M	125	63	75	38	50	25
Missoula (KGVO)	M	125	63	75	38	50	25
Phoenix-Tucson (KOY-KGAR)	M	125	63	75	38	50	25
Reno (KOH)	P	125	63	75	38	50	25
Group Total		$1250	628	750	378	500	250

PACIFIC COAST GROUP

6 Cities

Available only as a group

Los Angeles (KNX)	P	$500	250	300	150	200	100
Portland (KOIN)	P	225	113	135	68	90	45
San Francisco (KSFO)	P	325	163	195	98	130	65
Seattle-Tacoma (KIRO-KVI)	P	225	113	135	68	90	45
Spokane (KFPY)	P	175	88	105	53	70	35
Fresno (KARM)	P	75	37.50	45	22.50	30	15
Group Total		$1525	764.50	915	459.50	610	305

SUPPLEMENTARY PACIFIC COAST STATION

Sacramento (KROY)	P	75	37.50	45	22.50	30	15

When the Pacific Coast and the Basic Network are joined Denver and Salt Lake must be used.

CANADIAN GROUP

2 Cities

These stations available individually with Basic Network

Montreal (CKAC)	E†	$200	100	120	60	80	40
Toronto (CFRB)	E†	300	150	180	90	120	60
Group Total		$500	250	300	150	200	100

HAWAIIAN STATION

Honolulu-Hilo (KGMB-KHBC)	..	$220	195	140	125	100	90

TOTAL OF ALL CITIES LISTED

Full Hour		Half Hour		Quarter Hour	
$22,445	11,341	13,475	6824	8990	4535

† Observes daylight saving.
.. 2½ hrs. earlier than P.S.T.

WABC is

the *best known*

and *best liked* station

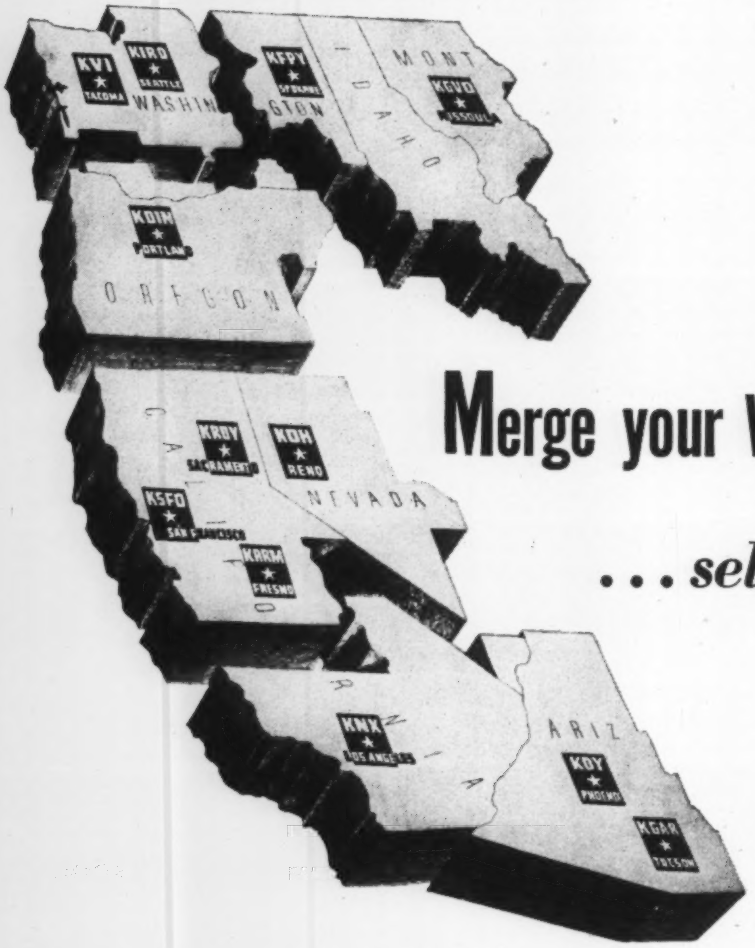
in New York...

the world's largest

market*

For proof, and information of established programs available for local sponsorship, write or call WABC, 485 Madison Ave., New York, or any Radio Sales office

WABC *is* KEY STATION *of the* COLUMBIA BROADCASTING SYSTEM — WORLD'S LARGEST NETWORK


KVI
TACOMA
KIRO
SEATTLE
WASHINGTON
KFPY
SPOKANE
MONT
IDAHO
KGVO
MISSOULA
KOIN
PORTLAND
OREGON
KROY
SACRAMENTO
KOH
RENO
NEVADA
KSFO
SAN FRANCISCO
KARM
FRESNO
CALIFORNIA
KNX
LOS ANGELES
ARIZ
KOY
PHOENIX
KGAR
TUCSON

Merge your West Coast spot budget

. . . sell the Coast as a unit

COMBINE your several West Coast spot allotments into one substantial amount and *sell* the Coast *as a unit*. There's a Columbia Network station in every West Coast "Business State"* — welded together into the Columbia Pacific Network.

Gain *preferred* position, *network* prestige, and the *best* in radio for your client. Take the dollars you would ordinarily spend out here and sponsor a *Columbia Hollywood-built program audience-tested by the Columbia Pacific Network.*

Low-cost programs which have made trial runs with *outstanding* records are now available for sponsorship. Ask your nearest RADIO SALES office for complete information, costs and other data.

*WHAT IS A "BUSINESS STATE" . . . *and what is its significance in terms of* Columbia *coverage? As defined by leading drug and grocery distributors, a "Business State" is a* wholesale *trading area surrounding a major distributing center. It is the territory in which you must advertise to send people into the stores stocked by your wholesalers.*

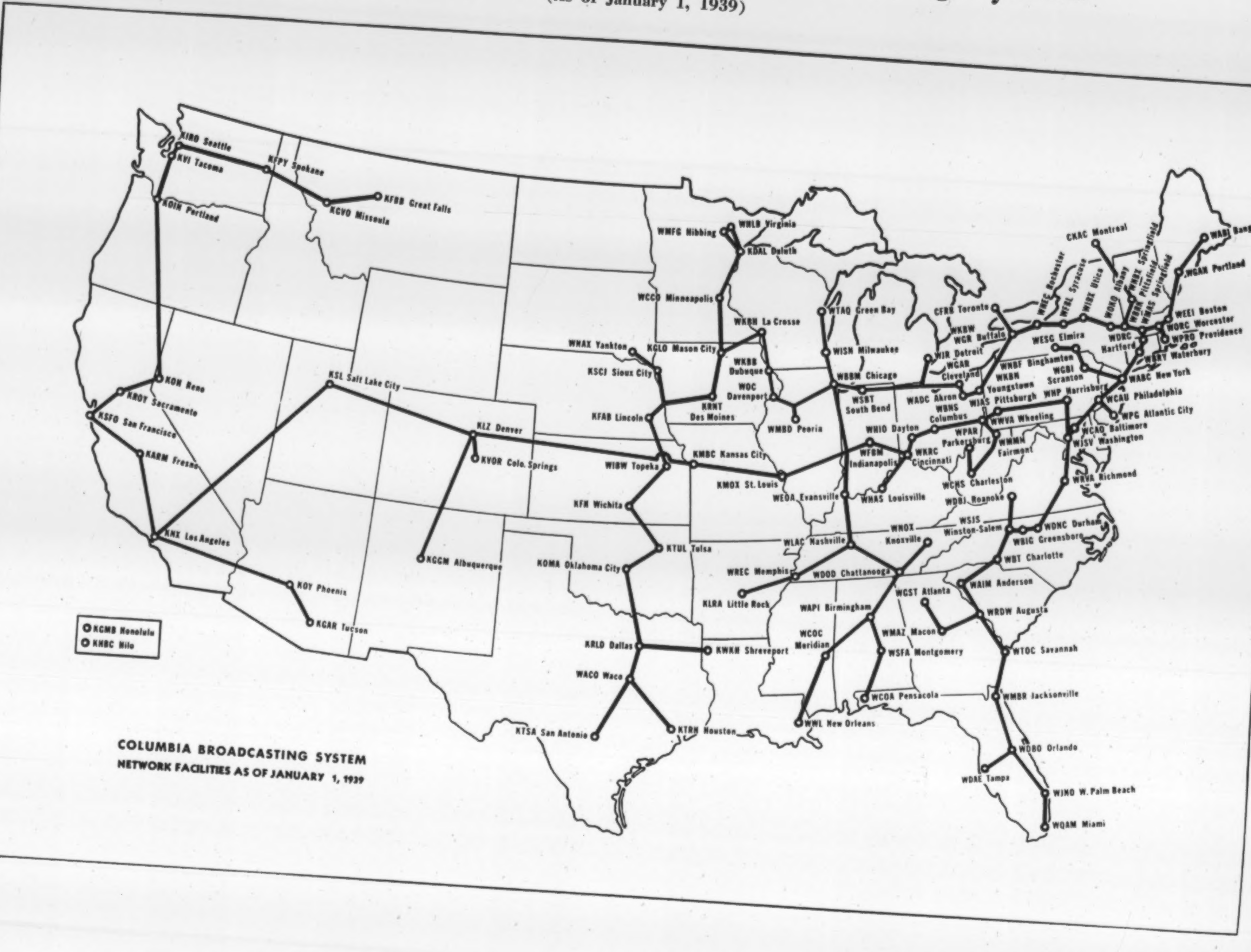
COLUMBIA *Pacific* NETWORK

A DIVISION OF COLUMBIA BROADCASTING SYSTEM

Represented by RADIO SALES: New York, Chicago, Detroit, Milwaukee, Charlotte, N.C., Los Angeles, San Francisco

Map of Network of Columbia Broadcasting System

(As of January 1, 1939)


KIRO Seattle
KVI Tacoma
KFPY Spokane
KGVO Missoula
KFBB Great Falls
KOIN Portland
KOH Reno
KROY Sacramento
KSFO San Francisco
KARM Fresno
KNX Los Angeles
KSL Salt Lake City
KLZ Denver
KVOR Colo. Springs
KGGM Albuquerque
KOY Phoenix
KGAR Tucson
KGMB Honolulu
KHBC Hilo
WMFG Hibbing
WHLB Virginia
KDAL Duluth
WCCO Minneapolis
WKBH La Crosse
WNAX Yankton
KGLO Mason City
KSCJ Sioux City
WKBB Dubuque
WOC Davenport
KRNT Des Moines
KFAB Lincoln
WMBD Peoria
WIBW Topeka
KMBC Kansas City
KMOX St. Louis
KFH Wichita
KTUL Tulsa
KOMA Oklahoma City
KRLD Dallas
KWKH Shreveport
WACO Waco
KTSA San Antonio
KTRH Houston
WTAQ Green Bay
WISN Milwaukee
WBBM Chicago
WSBT South Bend
WFBM Indianapolis
WEOA Evansville
WHAS Louisville
WKRC Cincinnati
WHIO Dayton
WBNS Columbus
WADC Akron
WGAR Cleveland
WJR Detroit
CFRB Toronto
WKBW
WGR Buffalo
WKBN Youngstown
WJAS Pittsburgh
WWVA Wheeling
WPAR Parkersburg
WMMN Fairmont
WCHS Charleston
WDBJ Roanoke
WHEC Rochester
WFBL Syracuse
WIBX Utica
WOKO Albany
CKAC Montreal
WNBX Springfield
WBRK Pittsfield
WMAS Springfield
WESG Elmira
WNBF Binghamton
WGBI Scranton
WHP Harrisburg
WDRC Hartford
WBRY Waterbury
WABC New York
WCAU Philadelphia
WPG Atlantic City
WCAO Baltimore
WJSV Washington
WRVA Richmond
WEEI Boston
WORC Worcester
WPRO Providence
WGAN Portland
WABI Bangor
WLAC Nashville
WNOX Knoxville
WREC Memphis
KLRA Little Rock
WDOD Chattanooga
WGST Atlanta
WAPI Birmingham
WCOC Meridian
WMAZ Macon
WSFA Montgomery
WCOA Pensacola
WWL New Orleans
WSJS Winston-Salem
WDNC Durham
WBIG Greensboro
WBT Charlotte
WAIM Anderson
WRDW Augusta
WTOC Savannah
WMBR Jacksonville
WDBO Orlando
WDAE Tampa
WJNO W. Palm Beach
WQAM Miami

COLUMBIA BROADCASTING SYSTEM
NETWORK FACILITIES AS OF JANUARY 1, 1939

NATIONAL BROADCASTING CO., Inc.: EXECUTIVES AND STAFF

30 Rockefeller Plaza, New York City
Telephone: Circle 7-8300. Registered Telegraphic Address: NATBROCAST, NEW YORK

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WEAF, New York
WMAQ, Chicago
WJZ, New York
WENR, Chicago
KPO, San Francisco
WRC, Washington
WTAM, Cleveland

Owned but Leased to Others

KEX, Portland, Ore.
KJR, Seattle
KGA, Spokane

Owned by Others and Operated by NBC

WMAL, Washington
KOA, Denver (General Electric)
KGO, San Francisco (General Electric)

Programmed Stations

WGY, Schenectady (General Electric)

KDKA, Pittsburgh
WBZ, Boston
WBZA, Springfield
KYW, Philadelphia
} (Westinghouse)

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RCA Bldg., New York City
Telephone: Columbus 5-5900

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RCA Communications, Inc., 66 Broad St., New York City. Telephone: Hanover 2-1829. Vice President and General Manager: William A. Winterbottom.

Radiomarine Corporation of America, 75 Varick St., New York City. Telephone: Walker 5-3716. President: Charles J. Pannill.

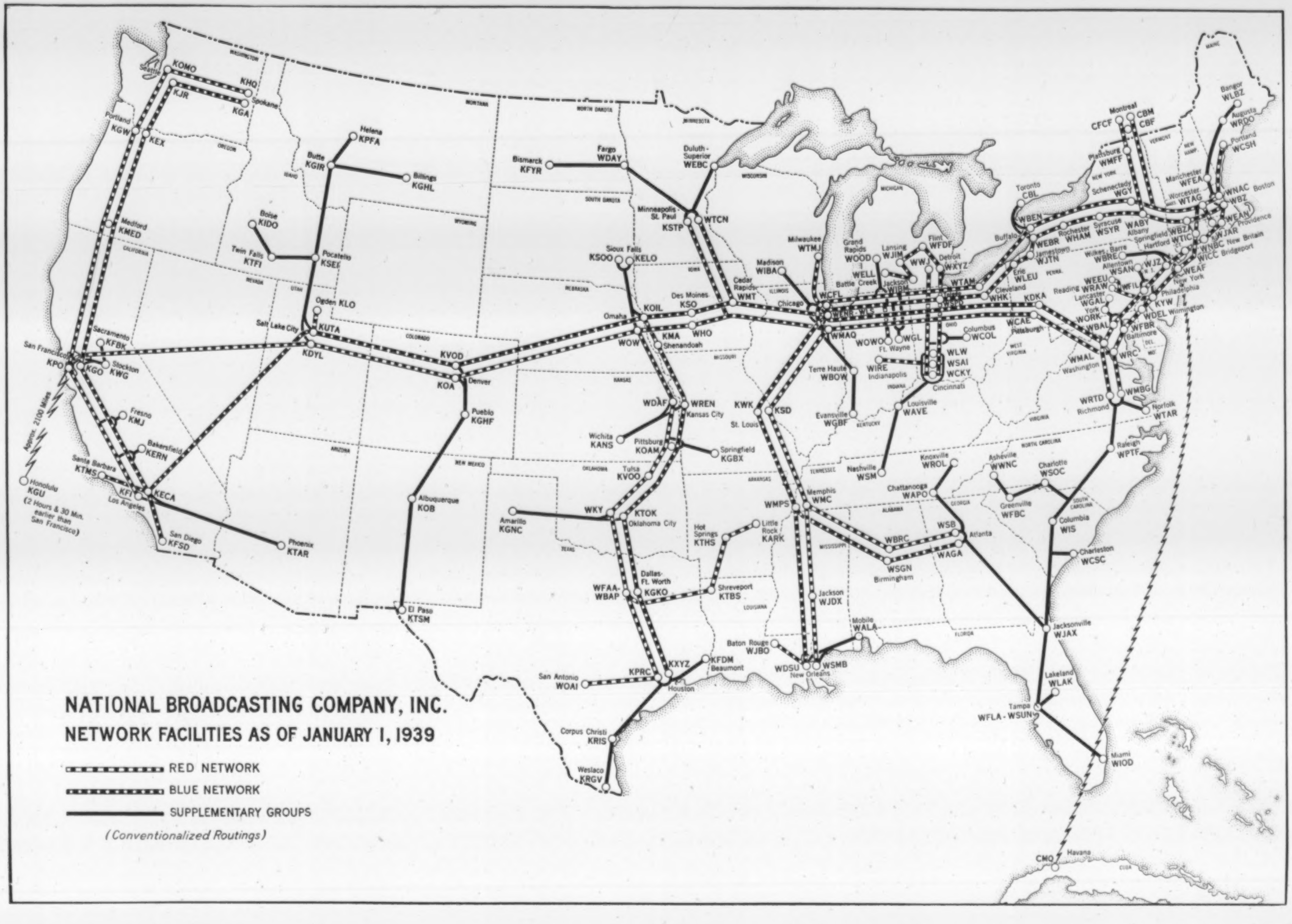
RCA Institutes, Inc., 75 Varick St., New York City. Telephone: Walker 5-2253. Superintendent: William F. Aufenanger.

European Office

London: Bernhard Gardner, European manager; Electra House, Victoria Embankment, WC-2. Telephone: Temple Bar 2976. Cable Address: Radiocorp London.

Map of Networks of the National Broadcasting Company

(As of January 1, 1939)


NATIONAL BROADCASTING COMPANY, INC.
NETWORK FACILITIES AS OF JANUARY 1, 1939
RED NETWORK
BLUE NETWORK
SUPPLEMENTARY GROUPS
(Conventionalized Routings)
Seattle KOMO
KJR
KHO
Spokane KGA
Portland KGW
KEX
Medford KMED
Sacramento KFBK
San Francisco KPO
KGO
Stockton KWG
Approx. 2100 Miles
Honolulu KGU
(2 Hours & 30 Min. earlier than San Francisco)
Fresno KMJ
Bakersfield KERN
Santa Barbara KTMS
KFI
Los Angeles
KECA
San Diego KFSD
Phoenix KTAR
Boise KIDO
Twin Falls KTFI
Pocatello KSEI
Butte KGIR
Helena KPFA
Billings KGHL
Ogden KLO
Salt Lake City KUTA
KDYL
KVOD
KOA Denver
Pueblo KGHF
Albuquerque KOB
El Paso KTSM
Bismarck KFYR
Fargo WDAY
Duluth-Superior WEBC
Minneapolis-St. Paul KSTP
WTCN
Sioux Falls KSOO
KELO
Omaha KOIL
WOW
KMA Shenandoah
Des Moines KSO
WHO
Cedar Rapids WMT
WDAF
WREN Kansas City
Wichita KANS
Pittsburg KOAM
Springfield KGBX
Tulsa KVOO
Amarillo KGNC
WKY
KTOK Oklahoma City
Hot Springs KTHS
Little Rock KARK
WFAA-WBAP
Dallas-Ft. Worth KGKO
Shreveport KTBS
San Antonio WOAI
KPRC
KXYZ
Houston
KFDM Beaumont
Corpus Christi KRIS
Weslaco KRGV
KWK
KSD
St. Louis
Madison WIBA
Milwaukee WTMJ
Chicago
WCFL
WENR WLS
WMAQ
Terre Haute WBOW
Evansville WGBF
Nashville WSM
Memphis WMC
WMPS
Jackson WJDX
Baton Rouge WJBO
WDSU
WSMB
New Orleans
Mobile WALA
WBRC
WSGN Birmingham
WSB
WAGA
Atlanta
Chattanooga WAPO
Knoxville WROL
Grand Rapids WOOD
WELL
Battle Creek
Lansing WJIM
Jackson WIBM
Flint WFDF
WWJ
Detroit WXYZ
WSPD
WOWO
WGL
Ft. Wayne
WIRE Indianapolis
WLW
WSAI
WCKY
Cincinnati
Louisville WAVE
Columbus WCOL
WTAM
WHK Cleveland
Erie WLEU
KDKA
WCAE Pittsburgh
Toronto CBL
WBEN
Buffalo
WEBR
Jamestown WJTN
Rochester WHAM
Syracuse WSYR
WABY Albany
Schenectady WGY
Plattsburg WMFF
Montreal
CFCF
CBM
CBF
Bangor WLBZ
Augusta WRDO
Portland WCSH
Manchester WFEA
Worcester WTAG
WNAC Boston
WBZ
WEAN
Providence
WJAR
Springfield WBZA
Hartford WTIC
WNBC New Britain
WICC Bridgeport
Wilkes-Barre WBRE
Allentown WSAN
WJZ
WEAF
New York
Reading WEEU WRAW
WFIL
Philadelphia
KYW
Lancaster WGAL
York WORK
WDEL Wilmington
WBAL
WFBR Baltimore
WRC
WMAL Washington
WRTD Richmond
WMBG
Norfolk WTAR
Raleigh WPTF
Asheville WWNC
Charlotte WSOC
Greenville WFBC
Columbia WIS
Charleston WCSC
Jacksonville WJAX
Lakeland WLAK
Tampa WFLA-WSUN
Miami WIOD
CMQ Havana
WASHINGTON
OREGON
CALIFORNIA
NEVADA
IDAHO
MONTANA
WYOMING
UTAH
COLORADO
ARIZONA
NEW MEXICO
NORTH DAKOTA
SOUTH DAKOTA
NEBRASKA
KANSAS
OKLAHOMA
TEXAS
MINNESOTA
IOWA
MISSOURI
ARKANSAS
LOUISIANA
WISCONSIN
ILLINOIS
MICHIGAN
INDIANA
OHIO
KENTUCKY
TENNESSEE
MISSISSIPPI
ALABAMA
GEORGIA
FLORIDA
SOUTH CAROLINA
NORTH CAROLINA
VIRGINIA
WEST VIRGINIA
PENNA.
NEW YORK
VERMONT
NEW HAMP.
MAINE
MASS.
CT.
N. J.
DEL.
MD.
CUBA

NATIONAL BROADCASTING CO., Inc.: NETWORK RATES

30 Rockefeller Plaza, New York City
Telephone: Circle 7-8300

NBC—RED NETWORK RATES

(Rates in Effect Jan. 1, 1939)

BASIC RED NETWORK

	Time*	1 Hr.	½ Hr	¼ Hr.
New York (WEAF)	E-DS	$1,200	$720	$480
Boston (WNAC)	E-DS	400	240	160
Hartford (WTIC)	E-DS	360	216	144
Providence (WJAR)	E-DS	200	120	80
Worcester (WTAG)	E-DS	160	96	64
Portland, Me. (WCSH)	E-DS	160	96	64
Philadelphia (KYW)	E-DS	480	288	192
Wilmington (WDEL)	E-DS	120	72	48
Baltimore (WFBR)	E	240	144	96
Washington (WRC)	E	200	120	80
Schenectady (WGY)	E-DS	380	228	152
Buffalo (WBEN)	E-DS	300	180	120
Pittsburgh (WCAE)	E-DS	380	228	152
Cleveland (WTAM)	E	480	288	192
Detroit (WWJ)	E	380	228	152
Cincinnati (One Cincinnati station, listed below, must be used)				
Indianapolis (WIRE)	C	200	120	80
Chicago (WMAQ)	C-DS	720	432	288
St. Louis (KSD)	C	360	216	144
Milwaukee (WTMJ)	C	320	192	128
Minneapolis-St. Paul (KSTP)	C	280	168	112
Des Moines (WHO)	C	480	288	192
Omaha (WOW)	C	320	192	128
Kansas City (WDAF)	C	360	216	144
Total for Network (Without Cincinnati)		$8,480	$5,088	$3,392
Cincinnati (WLW)	E	$1,200	$800	$532
Cincinnati (WCKY)	E	320	192	128
Cincinnati (WSAI)	E	240	144	96

BASIC RED SUPPLEMENTARIES

Reading (WEEU)	E-DS	$140	$84	$56
Reading (WRAW)	E-DS	120	72	48
(WRAW available only when WEEU is off the air.)				
Richmond (WMBG)	E	140	84	56

*E or EST—Eastern Standard Time.
C or CST—Central Standard Time.
M or MST—Mountain Standard Time.
P or PST—Pacific Standard Time.
-DS—Observes Daylight Saving Time.

PACIFIC COAST RED NETWORK, PST

For use with Mountain Group in conjunction with a Basic Network. When used separately, special program production in San Francisco or Hollywood studios required.

San Francisco (KPO)	$380	$228	$152
Los Angeles (KFI)	480	288	192
Portland, Ore. (KGW)	220	132	88
Seattle (KOMO)	220	132	88
Spokane (KHQ)	160	96	64
Total for Network	$1,460	$876	$584

RED MOUNTAIN GROUP, MST

Available only as a group. For use with Basic or Pacific Coast Networks.

Denver (KOA)	$280	$168	$112
Salt Lake City (KDYL)	200	120	80
Total for Group	$480	$288	$192

RED SOUTHCENTRAL GROUP, CST

Available only as a group. Midsouth, if available, must be used with this group.

Memphis (WMC)		$200	$120	$80
Atlanta (WSB)	-DS	320	192	128
Birmingham (WBRC)		160	96	64
Jackson (WJDX)		120	72	48
New Orleans (WSMB)		200	120	80
Total for Group		$1,000	$600	$400

RED SOUTHWESTERN GROUP, CST

Available only as a group.

Tulsa (KVOO)	$240	$144	$96
Oklahoma City (WKY)	240	144	96
Dallas-Fort Worth (WFAA-WBAP)	400	240	160
Shreveport (KTBS)	120	72	48
Houston (KPRC)	240	144	96
San Antonio (WOAI)	260	156	104
Hot Springs (KTHS)	120	72	48
and/or			
Little Rock (KARK)	120	72	48
Total for Group	$1,740	$1,044	$696

NBC—BLUE NETWORK RATES

(Rates in Effect Jan. 1, 1939)

BASIC BLUE NETWORK

	Time*	1 Hr.	½ Hr.	¼ Hr.
New York (WJZ)†	E-DS	$1,200	$720	$480
Boston (WBZ)	E-DS	480	288	192
Springfield (WBZA)	E-DS	160	96	64
Providence (WEAN)	E-DS	200	120	80
Bridgeport (WICC)	E-DS	160	96	64
Philadelphia (WFIL)	E-DS	400	240	160
Baltimore (WBAL)†	E	320	192	128
Washington (WMAL)	E	200	120	80
Syracuse (WSYR)	E	220	132	88
Rochester (WHAM)	E	360	216	144
Buffalo (WEBR)	E-DS	120	72	48
Pittsburgh (KDKA)	E-DS	480	288	192
Cleveland (WHK)	E	340	204	136
Toledo (WSPD)	E	220	132	88
Detroit (WXYZ)	E	360	216	144
Cincinnati (One Cincinnati station, listed below, must be used.)				
Fort Wayne (WOWO)	C-DS	220	132	88
Chicago (WENR-WLS)	C-DS	720	432	288
St. Louis (KWK)	C	300	180	120
Cedar Rapids (WMT)	C	300	180	120
Minneapolis-St. Paul (WTCN)	C	180	108	72
Des Moines (KSO)	C	180	108	72
Omaha (KOIL)	C	200	120	80
Kansas City (WREN)	C	240	144	96
Total for Group (Without Cincinnati)		$7,560	$4,536	$3,024
Cincinnati (WLW)	E	$1,200	$800	$532
Cincinnati (WCKY)	E	320	192	128
Cincinnati (WSAI)	E	240	144	96

BASIC BLUE SUPPLEMENTARIES

Richmond (WRTD)	E	$120	$72	$48
Albany (WABY)	E-DS	120	72	48
New Britain-Hartford (WNBC)	E-DS	120	72	48
Plattsburg (WMFF)	E-DS			
(No charge. Available only when WABY is used.)				
Jamestown, N. Y. (WJTN)	E-DS			
(No charge.)				
Erie (WLEU)	E-DS	120	72	48
Shenandoah, Ia. (KMA)	C	140	84	56

Michigan Network available with WXYZ, Detroit

Flint (WFDF)	E	$240	$144	$96
Lansing (WJIM)	E			
Jackson (WIBM)	E			
Battle Creek (WELL)	E			

PACIFIC COAST BLUE NETWORK, PST

For use with Mountain Group in conjunction with a Basic Network. When used separately, special program production in San Francisco or Hollywood studios required.

San Francisco (KGO)	$280	$168	$112
Los Angeles (KECA)	240	144	96
Santa Barbara (KTMS)	120	72	48
San Diego (KFSD)	140	84	56
Portland, Ore. (KEX)	160	96	64
Seattle (KJR)	200	120	80
Spokane (KGA)	120	72	48
Total for Group	$1,260	$756	$504

BLUE MOUNTAIN GROUP, MST

Available only as a group. For use with Basic or Pacific Coast Networks.

Denver (KVOD)	$120	$72	$48
Ogden (KLO)	120	72	48
Salt Lake City (KUTA)	80	48	32
Total for Group	$320	$192	$128

BLUE SOUTHERN GROUP, CST

Individually available. Midsouth, if available, may be used with this Group.

Memphis (WMPS)		$140	$84	$56
Birmingham (WSGN)		120	72	48
Atlanta (WAGA)	-DS	180	108	72
New Orleans (WDSU)		180	108	72
Baton Rouge (WJBO)		120	72	48
Total for Group		$740	$444	$296

BLUE SOUTHWESTERN GROUP, CST

Individually available.

Oklahoma City (KTOK)	$120	$72	$48
Fort Worth-Dallas (KGKO)	240	144	96
Houston (KXYZ)	200	120	80
Total for Group	$560	$336	$224

(KTHS and/or KARK of Red Southwestern Group, if available, may be used with this Group.)

†WJZ and WBAL are synchronized from 9:00 p.m. to 12:00 Midnight when on Standard Time—10:00 p.m. to to 1:00 a.m. on Daylight Saving Time.

*E or EST—Eastern Standard Time.
C or CST—Central Standard Time.
M or MST—Mountain Standard Time.
P or PST—Pacific Standard Time.
-DS—Observes Daylight Saving Time.

SPECIAL BLUE NETWORK DISCOUNTS

Applicable only to specified Blue Network facilities, when some or all of the Blue supplementary groups are purchased in their entirety with the complete Basic Blue Network. (WLW not included.)

Contracted Value of Blue Network Time at Gross Rates

One group whose evening hour rate equals $500 or more	5%
Two groups whose combined evening hour rate equals $1,000 or more	10%
Three groups whose combined evening hour rate equals $1,500 or more	15%
The four groups	20%

(Those discounts are predicated on gross rate of one evening hour per group, applicable to standard quarter, half or hour, day or evening purchase.)

NBC—SUPPLEMENTARY FACILITIES

(Rates in Effect Jan. 1, 1939)

NORTHWESTERN GROUP, CST

Individually available.

Fargo (WDAY)	$160	$96	$64
Bismarck (KFYR)	200	120	80
Total for Group	$360	$216	$144

NORTH MOUNTAIN GROUP, MST

Individually available. For use with Red or Blue Mountain or Coast Groups.

Boise (KIDO)	$120	$72	$48
Butte (KGIR)	120	72	48
Helena (KPFA) (No charge. Available only when KGIR is used.)			
Billings (KGHL)	120	72	48
Pocatello, Idaho (KSEI)	No charge. Available only when complete Group is used.		
Twin Falls, Idaho (KTFI)			
Total for Group	$360	$216	$144

SOUTH MOUNTAIN GROUP, MST

Individually available. For use with either Red or Blue Basic or Mountain Groups.

Pueblo (KGHF)	$120	$72	$48
Albuquerque (KOB)	120	72	48
El Paso (KTSM)	120	72	48
Total for Group	$350	$216	$144

CALIFORNIA VALLEY GROUP, PST

Available only as a group with Pacific Red or Blue Network, all hours.

Sacramento (KFBK)	$160	$96	$64
Stockton (KWG)	120	72	48
Fresno (KMJ)			
Bakersfield (KERN)			
Total for Group	$280	$168	$112

ADDITIONAL TO PACIFIC NETWORK

Individually available with Pacific Coast Red or Blue Network.

Phoenix (KTAR)	M	$120	$72	$48
Medford (KMED)	P	120	72	48

SPECIAL HAWAIIAN SERVICE, HST

For use with Pacific Coast Red and Blue Networks.

Honolulu (KGU)	†$160	†$96	†$64

†These rates apply for all periods, day and night.

BASIC SUPPLEMENTARIES

Individually available with either Basic Network.

	Time*	1 Hr.	½ Hr.	¼ Hr.
Manchester, N.H. (WFEA)	E-DS	$120	$72	$48
Bangor, Me. (WLBZ)	E-DS	120	72	48
Augusta, Me. (WRDO)	E-DS	60	36	24
(WRDO available only when WLBZ is used)				
Wilkes-Barre (WBRE)	E	120	72	48
Allentown, Pa. (WSAN)	E-DS	120	72	48
York, Pa. (WORK)	E	120	72	48
Lancaster, Pa. (WGAL)	E			
(No charge—available only when WORK is used.)				
Columbus, O. (WCOL)	E	120	72	48
Norfolk (WTAR)	E	140	84	56
Fort Wayne (WGL)	C-DS	120	72	48
(WGL available to Basic Blue only when WOWO is off the air.)				
Grand Rapids (WOOD)	E	$120	$72	$48
Terre Haute (WBOW)	C	120	72	48
Evansville (WGBF)	C	120	72	48
Madison (WIBA)	C	160	96	64
Duluth-Superior (WEBC)	C	140	84	56
Sioux Falls, S. D. (KSOO)	C	140	84	56
Sioux Falls, S. D. (KELO)	C	120	72	48
(KELO available only when KSOO is off the air.)				
Wichita (KANS)	C	120	72	48

SOUTHERN GROUP, EST

Available in a group of not less than four.

Raleigh (WPTF)	$140	$84	$56
Charlotte (WSOC)	120	72	48
Greenville (WFBC)	120	72	48
Asheville (WWNC)	120	72	48
Columbia (WIS)	120	72	48
Charleston (WCSC)	120	72	48
Total for Group	$740	$444	$296

FLORIDA GROUP, EST

Available only as a group for use with Southeastern, Red Southcentral or Blue Southern group.

Jacksonville (WJAX)	$160	$96	$64
Tampa (WFLA-WSUN)	140	84	56
Lakeland (WLAK)			
(No charge—available only when WFLA-WSUN is used.			
Miami (WIOD)	140	84	56
Total for Group	$440	$264	$176

MIDSOUTH GROUP, CST

Available only as a group. If available, must be used with Red Southcentral or may be used with Blue Southern.

Louisville (WAVE)	$200	$120	$80
Nashville (WSM)	360	216	144
Total for Group	$560	$336	$224

SPECIAL CUBAN SERVICE, EST

Subject to availability

Havana (CMQ)	*200	*120	*80

*These rates apply for all periods, day and night. Rate includes transmission charges but does not include extra announcing and translating services.

INDIVIDUAL SUPPLEMENTARIES

Individually available. For use with Red Southcentral or Blue Southern.

Mobile (WALA)	C	$120	$72	$48
Knoxville (WROL)	C	120	72	48
Chattanooga (WAPO)	C	120	72	48

Individually available. For use with Red or Blue Southwestern Groups.

Pittsburg, Kan. (KOAM)	C	$120	$72	$48
Springfield, Mo. (KGBX)	C	120	72	48
Amarillo (KGNC)	C	120	72	48
Beaumont (KFDM)	C	120	72	48
Corpus Christi (KRIS)	C	120	72	48
Weslaco (KRGV)	C	120	72	48

CANADIAN SERVICE, EST

Individually available. For use with Basic Red Network.

Toronto (CBL)	-DS	$300	$180	$120
Montreal (CBM)	-DS	240	144	96

Supplementary

Montreal (CBF)	-DS	300	180	120
(French Language Station)				
(CBF-CBM) Combination rate		325	195	130

Individually available. For use with Basic Blue Network.

Toronto (CBL)	-DS	$300	$180	$120
Montreal (CFCF)	-DS	240	144	96

Supplementary

Montreal (CBF)	-DS	300	180	120
(French Language Station.)				
(CBF-CFCF) Combination rate		325	195	130

NOTE: Rates for Canadian Broadcasting Corporation Network facilities on application.

All Supplementary Groups shown on this Rate Card, including those listed with the Red and the Blue Basic Networks, may be purchased with either the Red or the Blue Network. Rates quoted herein subject to change without notice. This Rate Card is for informative purposes, and does not constitute an offer on the part of the National Broadcasting Company.

*E or EST—Eastern Standard Time.
C or CST—Central Standard Time.
M or MST—Mountain Standard Time.
P or PST—Pacific Standard Time.
-DS—Observes Daylight Saving Time.

GENERAL SERVICE DATA

RATE CLASSIFICATIONS

(All rates quoted on Local Time. Fractional rates do not apply to Honolulu.)

a. 6:00 p.m. to 11:00 p.m., Gross Rates as listed on this card.

b. 12:00 Noon to 6:00 p.m., Sundays only, Three-quarters Gross Rates.

c. 11:00 p.m. to 12:00 Midnight and 8:00 a.m. to 6:00 p.m. (exclusive of Sunday afternoon), One-half Gross Rates.

d. 12:00 Midnight to 8:00 a.m., One-third Gross Rates.

Service available only if a regularly scheduled program precedes or follows.

e. Rates for periods longer than one hour in exact proportion to corresponding one-hour rate.

COMMISSIONS AND DISCOUNTS

a. **Weekly discounts for 13 or more consecutive weeks network broadcasting.**

All network contracts for the same advertiser may be combined for determining rate of discount.

Contracted Value of Network Time at Gross Rates On Blue Network contracts receiving special Blue Discounts these discounts are paid on the Net Rate after the special discounts.	**Percentage Discount on Weekly Gross Billing**
Less than $1,000 per week	None
$1,000 or more but less than $2,000 per week	2½%
$2,000 or more but less than $4,000 per week	5%
$4,000 or more but less than $8,000 per week	7½%
$8,000 or more but less than $12,000 per week	10%
$12,000 or more but less than $18,000 per week	12½%
$18,000 or more per week	15%

b. **Annual rebate for 52 consecutive weeks network broadcasting.**

A rebate will be allowed the advertiser for each 52 weeks of consecutive network broadcasting, said rebate to be ten per cent (10%) of the gross billing on those facilities only which are under contract for broadcasting during each and every week throughout the entire 52-week period. On Blue Network contracts receiving special Blue Discounts this 10% rebate is paid on the net rate after the special discount. The rebate will be due and payable at the end of each 52 weeks of consecutive service or currently on firm 52-week contracts. Interruptions of the series necessitated by the broadcasting of special events of importance will not affect the advertiser's right to the rebate.

c. Gross billing after deductions of percentage discounts, if any, shall be subject to an advertising agency commission of 15%. From the annual rebate, if any, the company shall deduct the excess agency commission previously allowed. Commissions allowed only to recognized advertising agencies.

d. No commission on program charges.

e. No cash discounts—Bills due and payable when rendered.

TERMS OF USE

a. Minimum period sold is 15 minutes. No periods are sold in bulk for re-sale. Advertisers cooperating in group broadcasts are required to make individual contracts with the National Broadcasting Company, subject to card rate and regulations.

b. All programs are subject to program policies and approval of the National Broadcasting Company.

c. The closing date is three weeks in advance of initial program.

PRODUCTION SERVICES

a. Services of the NBC Artists Service and Program Department in arranging and presenting programs are included without extra charge.

b. No special charge is made for facilities when programs originate in NBC Studios in New York City, Chicago, Washington, San Francisco and Los Angeles (Hollywood) provided the City in which the program originates is included in the Network facilities ordered. Special charge, subject to agency commission but not to discount or rebate, made for facilities when program origination does not conform to these conditions—and for programs requiring special production.

REPRESENTATIVES

RCA Bldg., New York, N. Y.
Hotel Bradford (WBZ), Boston, Mass.
Grant Bldg. (KDKA), Pittsburgh, Pa.
Trans-Lux Building, Washington, D. C.
Hotel Kimball (WBZA), Springfield, Mass.
815 Superior Ave. N.E. (WTAM), Cleveland, Ohio
Merchandise Mart, Chicago, Ill.
1619 Walnut St., Philadelphia, Pa.
802 Fisher Building, Detroit, Mich.
111 Sutter St., San Francisco, Calif.
1 River Rd., (WGY), Schenectady, N. Y.
1625 California St. (KOA), Denver, Colo.
5515 Melrose Ave., Hollywood, Calif.

W
N
B
C

A Distinguished Station With Distinguished Call Letters Joined NBC Blue Network On December 21, 1938

•

WNBC serves the famous Connecticut Valley, consistently, with fine, diversified programs.

•

The

HARDWARE and INSURANCE

Centers of the U. S.

in

NEW BRITAIN • HARTFORD

It's

WNBC

(NBC Blue Network)

MUTUAL BROADCASTING SYSTEM, Inc.: EXECUTIVES and RATES

1440 Broadway, New York City
Phone: Pennsylvania 6-9602

Tribune Tower, Chicago, Ill.
Phone: Superior 0100

OFFICIALS

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Bert Lambert, *Sales Representative*
Morris Mudge, *Sales Representative*
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Don Pontius, *Midwestern Program Coordinator*
John Steele, *London and Foreign Representative*

BRANCHES

Los Angeles—Don Lee Bldg., 7th & Bixel St., Van Dyke 7117
Boston—21 Brookline Ave., Commonwealth 0800
Detroit—Union Guardian Bldg., Cadillac 7200
San Francisco—1000 Van Ness Ave., Prospect 0100
Cincinnati—1329 Arlington St., Kirby 4800
Cleveland—Terminal Tower, Prospect 5800
England—Underdowns, Chaldon Way, Coulsdon, Surrey

BASIC NETWORK STATIONS

(*Rates in Effect Jan. 1, 1939*)

HOUR RATES

Minimum: 3 Stations* All Rates Net after Quantity Discount†	13 Weeks		26 Weeks		52 Weeks	
	N	D	N	D	N	D
Boston (WAAB)	$200.00	$100.00	$190.00	$95.00	$165.00	$82.50
*Chicago (WGN)	675.00	384.75	675.00	384.75	637.50	364.50
*Cincinnati (WLW)	1,110.00	555.00	1,110.00	555.00	999.00	499.50
Cleveland[1] (WHK-WCLE)	323.00	47.50	306.00	45.00	289.00	42.50
Detroit-Windsor (CKLW)	304.00	152.00	288.00	144.00	272.00	136.00
*Newark (WOR)	1,045.00	585.00	1,045.00	585.00	935.00	525.00
Don Lee California Complete Network[2]	875.00	475.00	825.00	450.00	775.00	425.00
So. California[3]	560.00	304.00	528.00	288.00	496.00	272.00
No. California[4]	332.50	204.25	313.50	193.50	294.50	182.75
Total This Group	$4,532.00	$2,299.25	$4,439.00	$2,258.75	$4,072.50	$2,075.00

HALF- HOUR RATES

Boston (WAAB)	$120.00	$60.00	$114.00	$57.00	$99.00	$49.50
*Chicago (WGN)	427.50	238.88	427.50	238.88	405.00	226.63
*Cincinnati (WLW)	760.00	380.00	760.00	380.00	684.00	342.00
Cleveland[1] (WHK-WCLE)	193.80	28.50	183.60	27.00	173.40	25.50
Detroit-Windsor (CKLW)	190.00	95.00	180.00	90.00	170.00	85.00
*Newark (WOR)	643.50	360.00	643.50	360.00	577.50	324.00
Don Lee California Complete Network[2]	555.00	285.00	525.00	270.00	495.00	255.00
So. California[3]	355.20	187.20	336.00	177.60	316.80	168.00
No. California[4]	210.90	125.78	199.50	119.33	188.10	112.88
Total This Group	$2,889.80	$1,447.38	$2,833.60	$1,422.88	$2,603.90	$1,307.63

QUARTER-HOUR RATES

Boston (WAAB)	$80.00	$40.00	$76.00	$38.00	$66.00	$33.00
*Chicago (WGN)	292.50	160.88	292.50	160.88	277.50	152.63
*Cincinnati (WLW)	518.70	259.35	518.70	259.35	466.83	233.42
Cleveland[1] (WHK-WCLE)	129.20	19.00	122.40	18.00	115.60	17.00
Detroit-Windsor (CKLW)	118.75	59.35	112.50	56.25	106.25	53.10
*Newark (WOR)	440.00	240.00	440.00	240.00	396.00	216.00
Don Lee California Complete Network[2]	380.00	195.00	360.00	185.00	340.00	175.00
So. California[3]	243.20	124.80	230.40	118.40	217.60	112.00
No. California[4]	144.40	83.85	136.80	79.55	129.20	75.25
Total This Group	$1,959.15	$973.58	$1,922.10	$957.48	$1,768.18	$880.15

BASIC SUPPLEMENTARY STATIONS

HOUR RATES

Available Individually with Basics	13 Weeks		26 Weeks		52 Weeks	
	N	D	N	D	N	D
Albany (WABY)	$114.00	$57.00	$108.00	$54.00	$102.00	$51.00
Baltimore (WBAL)	325.00	162.00	310.00	155.00	290.00	145.00
Buffalo (WGR-WKBW)	285.00	90.25	270.00	85.50	255.00	80.75
Cincinnati (WSAI)	228.00	114.00	222.00	111.00	216.00	108.00
Columbus (WHKC)	61.75	41.20	58.50	39.00	55.25	36.85
Denver (KFEL)	114.00	85.50	108.00	81.00	102.00	76.50
Greeley (KFKA)	66.50	66.50	63.00	63.00	59.50	59.50
Iowa Network	313.50	156.75	297.00	148.50	280.50	140.25
Des Moines (KSO)	152.00	76.00	144.00	72.00	136.00	68.00
Cedar Rapids (WMT)	218.50	109.25	207.00	103.50	195.50	97.75
Kansas City (WHB)	228.00	114.00	216.00	108.00	204.00	102.00
Lincoln (KFOR)	71.25	47.50	67.50	45.00	63.75	42.50
Minn.-St. Paul[5] (WDGY)	136.50	85.20	133.10	81.00	129.78	77.00
Nashville (WSM)	342.00	199.50	333.00	194.25	324.00	189.00
Omaha (KOIL)	213.75	109.25	202.50	103.50	191.25	97.75
Philadelphia (WFIL)	316.82	158.41	300.15	150.08	283.48	141.74
Pittsburgh (WCAE)	451.25	225.63	427.50	213.75	403.75	201.88
Richmond (WRVA)	285.00	142.50	270.00	135.00	255.00	127.50
St. Louis (KWK)	350.00	160.00	332.50	152.00	315.00	144.00
Shenandoah (KMA)	118.75	95.00	112.50	90.00	106.25	85.00
Washington (WOL)	162.00	85.50	153.00	81.00	144.00	78.75
Wilkes-Barre (WBAX)	71.49	46.08	67.73	43.65	63.96	41.23
Total This Group	$4,254.56	$2,241.77	$4,051.98	$2,134.23	$3,844.47	$2,026.20

BASIC SUPPLEMENTARY STATIONS

HALF-HOUR RATES

Available Individually with Basics	13 Weeks		26 Weeks		52 Weeks	
	N	D	N	D	N	D
Albany (WABY)	$68.40	$34.20	$64.80	$32.40	$61.20	$30.60
Baltimore (WBAL)	200.00	100.00	190.00	95.00	180.00	90.00
Buffalo (WGR-WKBW)	171.00	54.15	162.00	51.30	153.00	48.45
Cincinnati (WSAI)	114.00	68.40	111.00	66.60	108.00	64.80
Columbus (WHKC)	37.05	24.70	35.10	23.40	33.15	22.10
Denver (KFEL)	66.50	49.88	63.00	47.25	59.50	44.63
Greeley (KFKA)	39.90	39.90	37.80	37.80	35.70	35.70
Iowa Network	188.10	94.05	178.20	89.10	168.30	84.15
Des Moines (KSO)	91.20	45.60	86.40	43.20	81.60	40.80
Cedar Rapids (WMT)	131.10	65.55	124.20	62.10	117.30	58.65
Kansas City (WHB)	136.80	68.40	129.60	64.80	122.40	61.20
Lincoln (KFOR)	38.00	26.60	36.00	25.20	34.00	23.80
Minn.-St. Paul[5] (WDGY)	115.83	52.25	112.94	49.50	110.12	46.75
Nashville (WSM)	218.50	123.50	212.75	120.25	207.00	117.00
Omaha (KOIL)	117.80	61.75	111.60	58.50	105.40	55.25
Philadelphia (WFIL)	190.00	95.00	180.00	90.00	170.00	85.00
Pittsburgh (WCAE)	285.00	142.50	270.00	135.00	255.00	127.50
Richmond (WRVA)	171.00	85.50	162.00	81.00	153.00	76.50
St. Louis (KWK)	200.00	90.00	190.00	85.50	180.00	81.00
Shenandoah (KMA)	64.13	52.25	60.75	49.50	57.38	46.75
Washington (WOL)	102.60	52.65	97.20	49.95	91.80	47.25
Wilkes-Barre (WBAX)	49.88	31.59	47.25	29.93	44.63	28.26
Total This Group	$2,574.49	$1,347.27	$2,451.99	$1,281.98	$2,329.58	$1,216.69

QUARTER-HOUR RATES

Albany (WABY)	$45.60	$22.80	$43.20	$21.60	$40.80	$20.40
Baltimore (WBAL)	128.00	64.00	120.00	60.00	115.00	57.00
Buffalo (WGR-WKBW)	114.00	36.10	108.00	34.20	102.00	32.30
Cincinnati (WSAI)	76.00	45.60	74.00	44.40	72.00	43.20
Columbus (WHKC)	24.70	16.50	23.40	15.60	22.10	14.75
Denver (KFEL)	38.00	28.50	36.00	27.00	34.00	25.50
Greeley (KFKA)	26.60	26.60	25.20	25.20	23.80	23.80
Iowa Network	125.40	62.70	118.80	59.40	112.20	56.10
Des Moines (KSO)	60.80	30.40	57.60	28.80	54.40	27.20
Cedar Rapids (WMT)	87.40	43.70	82.80	41.40	78.20	39.10
Kansas City (WHB)	91.20	38.00	86.40	36.00	81.60	34.00
Lincoln (KFOR)	20.90	17.10	19.80	16.20	18.70	15.30
Minn.-St. Paul[5] (WDGY)	42.12	36.10	41.07	34.20	40.05	32.30
Nashville (WSM)	133.00	76.00	129.50	74.00	126.00	72.00
Omaha (KOIL)	64.60	34.20	61.20	32.40	57.80	30.60
Philadelphia (WFIL)	114.00	57.00	108.00	54.00	102.00	51.00
Pittsburgh (WCAE)	180.50	90.25	171.00	85.50	161.50	80.75
Richmond (WRVA)	114.00	57.00	108.00	54.00	102.00	51.00
St. Louis (KWK)	110.00	50.00	104.50	47.50	99.00	45.00
Shenandoah (KMA)	55.63	28.50	33.75	27.00	31.88	25.50
Washington (WOL)	66.60	36.00	63.00	34.20	59.40	32.40
Wilkes-Barre (WBAX)	34.20	21.14	32.40	20.03	30.60	18.91
Total This Group	$1,605.05	$844.09	$1,507.22	$802.43	$1,432.43	$761.81

NORTHEAST 'Colonial) STATIONS

HOUR RATES

Augusta (WRDO)	$60.00	$30.00	$57.00	$28.50	$49.50	$24.75
Bangor (WLBZ)	120.00	60.00	114.00	57.00	99.00	49.50
Bridgeport-New Haven (WICC)	160.00	80.00	152.00	76.00	132.00	66.00
Fall River (WSAR)	120.00	60.00	114.00	57.00	99.00	49.50
Greenfield (WHAI)	60.00	30.00	57.00	28.50	49.50	24.75
Hartford (WTHT)	100.00	50.00	95.00	47.50	82.50	41.25
Laconia (WLNH)	60.00	30.00	57.00	28.50	49.50	24.75
Lewiston-Auburn (WCOU)	60.00	30.00	57.00	28.50	49.50	24.75
Lowell-Lawrence (WLLH)	120.00	60.00	114.00	57.00	99.00	49.50
Manchester (WFEA)	120.00	60.00	114.00	57.00	99.00	49.50
New Bedford (WNBH)	100.00	50.00	95.00	47.50	82.50	41.25
New London (WNLC)	80.00	40.00	76.00	38.00	66.00	33.00
Providence (WEAN)	200.00	100.00	190.00	95.00	165.00	82.50
Springfield (WSPR)	120.00	60.00	114.00	57.00	99.00	49.50
Waterbury (WATR)	100.00	50.00	95.00	47.50	82.50	41.25
Total This Group	$1,580.00	$790.00	$1,501.00	$750.50	$1,303.50	$651.75

HALF-HOUR RATES

Augusta (WRDO)	$36.00	$18.00	$34.20	$17.10	$29.70	$14.85
Bangor (WLBZ)	72.00	36.00	68.40	34.20	59.40	29.70
Bridgeport-New Haven (WICC)	96.00	48.00	91.20	45.60	79.20	39.60
Fall River (WSAR)	72.00	36.00	68.40	34.20	59.40	29.70
Greenfield (WHAI)	36.00	18.00	34.20	17.10	29.70	14.85
Hartford (WTHT)	60.00	30.00	57.00	28.50	49.50	24.75
Laconia (WLNH)	36.00	18.00	34.20	17.10	29.70	14.85
Lewiston-Auburn (WCOU)	36.00	18.00	34.20	17.10	29.70	14.85
Lowell-Lawrence (WLLH)	72.00	36.00	68.40	34.20	59.40	29.70
Manchester (WFEA)	72.00	36.00	68.40	34.20	59.40	29.70
New Bedford (WNBH)	60.00	30.00	57.00	28.50	49.50	24.75
New London (WNLC)	48.00	24.00	45.60	22.80	39.60	19.80
Providence (WEAN)	120.00	60.00	114.00	57.00	99.00	49.50
Springfield (WSPR)	72.00	36.00	68.40	34.20	59.40	29.70
Waterbury (WATR)	60.00	30.00	57.00	28.50	49.50	24.75
Total This Group	$948.00	$474.00	$900.60	$450.30	$782.10	$391.05

NORTHEAST (Colonial) STATIONS

QUARTER-HOUR RATES

	13 Weeks		26 Weeks		52 Weeks	
	N	D	N	D	N	D
Augusta (WRDO)	$24.00	$12.00	$22.80	$11.40	$19.80	$9.90
Bangor (WLBZ)	48.00	24.00	45.60	22.80	39.60	19.80
Bridgeport-New Haven (WICC)	64.00	32.00	60.80	30.40	52.80	26.40
Fall River (WSAR)	48.00	24.00	45.60	22.80	39.60	19.80
Greenfield (WHAI)	24.00	12.00	22.80	11.40	19.80	9.90
Hartford (WTHT)	40.00	20.00	38.00	19.00	33.00	16.50
Laconia (WLNH)	24.00	12.00	22.80	11.40	19.80	9.90
Lewiston-Auburn (WCOU)	24.00	12.00	22.80	11.40	19.80	9.90
Lowell-Lawrence (WLLH)	48.00	24.00	45.60	22.80	39.60	19.80
Manchester (WFEA)	48.00	24.00	45.60	22.80	39.60	19.80
New Bedford (WNBH)	40.00	20.00	38.00	19.00	33.00	16.50
New London (WNLC)	32.00	16.00	30.40	15.20	26.40	13.20
Providence (WEAN)	80.00	40.00	76.00	38.00	66.00	33.00
Springfield (WSPR)	48.00	24.00	45.60	22.80	39.60	19.80
Waterbury (WATR)	40.00	20.00	38.00	19.00	33.00	16.50
Total This Group	$632.00	$316.00	$600.40	$300.20	$521.40	$292.30

SOUTHWEST GROUP

HOUR RATES

Available Individually with Basic	13 Weeks		26 Weeks		52 Weeks	
	N	D	N	D	N	D
Coffeyville (KGGF)	$71.25	$42.75	$67.50	$40.50	$63.75	$38.25
Oklahoma Network	351.50	212.00	330.00	201.50	314.50	191.00
Ada (KADA)	47.50	23.75	45.00	22.50	42.50	21.25
Ardmore (KVSO)	47.50	23.75	45.00	22.50	42.50	22.50
Enid (KCRC)	47.50	23.75	45.00	22.50	42.50	22.50
Muskogee (KBIX)	47.50	23.75	45.00	22.50	42.50	22.50
Oklahoma City (KTOK)	114.00	57.00	108.00	54.00	102.00	51.00
Shawnee (KGFF)	47.50	23.75	45.00	22.50	42.50	22.50
Tulsa (KOME)		712.50		676.87		643.03
Texas State Network[7]	1,007.00	36.25	956.65	35.00	908.82	33.75
Total This Group	$1,429.75	$967.25	$1,354.15	$918.87	$1,287.07	$872.28

HALF-HOUR RATES

	N	D	N	D	N	D
Coffeyville (KGGF)	$38.00	$23.75	$36.00	$22.50	$34.00	$21.25
Oklahoma Network	210.90	127.20	199.80	120.90	188.70	114.60
Ada (KADA)	28.50	14.25	27.00	13.50	25.50	12.75
Ardmore (KVSO)	28.50	14.25	27.00	13.50	25.50	12.75
Enid (KCRC)	28.50	14.25	27.00	13.50	25.50	12.75
Muskogee (KBIX)	28.50	14.25	27.00	13.50	25.50	12.75
Oklahoma City (KTOK)	68.40	34.20	64.80	32.40	61.20	30.60
Shawnee (KGFF)	28.50	14.25	27.00	13.50	25.50	12.75
Tulsa (KOME)		445.31		423.04		401.89
Texas State Network[7]	629.37	21.75	597.90	21.00	568.00	20.25
Total This Group	$878.27	$596.26	$833.70	$566.44	$790.70	$537.74

QUARTER-HOUR RATES

	N	D	N	D	N	D
Coffeyville (KGGF)	$23.75	$14.25	$22.50	$13.50	$21.25	$12.75
Oklahoma Network	140.60	84.80	133.20	80.60	125.80	76.40
Ada (KADA)	19.00	9.50	18.00	9.00	17.00	8.50
Ardmore (KVSO)	19.00	9.50	18.00	9.00	17.00	8.50
Enid (KCRC)	19.00	9.50	18.00	9.00	17.00	8.50
Muskogee (KBIX)	19.00	9.50	18.00	9.00	17.00	8.50
Oklahoma City (KTOK)	45.60	22.80	43.20	21.60	40.80	20.40
Shawnee (KGFF)	19.00	9.50	18.00	9.00	17.00	8.50
Tulsa (KOME)		287.32		264.40		251.18
Texas State Network[7]	393.36	14.50	373.69	14.00	355.01	13.50
Total This Group	$557.71	$386.37	$529.39	$358.50	$502.06	$340.33

PACIFIC NORTHWEST STATIONS

HOUR RATES

Complete Network	$612.50	$332.50	$577.50	$315.00	$542.50	$297.50

HALF-HOUR RATES

Complete Network	$388.50	$204.75	$367.50	$194.25	$346.50	$183.75

QUARTER-HOUR RATES

Complete Network	$266.00	$136.50	$252.00	$129.50	$238.00	$122.50

HAWAIIAN STATIONS

HOUR RATES

Honolulu-Hilo (KGMB-KHBC)	$192.50	$185.25	$181.50	$175.50	$170.50	$165.75

HALF-HOUR RATES

Honolulu-Hilo (KGMB-KHBC)	$129.50	$121.88	$122.50	$115.63	$115.50	$109.38

QUARTER-HOUR RATES

Honolulu-Hilo (KGMB-KHBC)	$97.50	$95.00	$92.50	$90.00	$87.50	$85.00

HOUR RATES

	13 Weeks		26 Weeks		52 Weeks	
	N	D	N	D	N	D
TOTAL, ALL CITIES LISTED	$12,601.31	$6,816.02	$12,105.13	$6,552.85	$11,220.54	$6,088.48

HALF-HOUR RATES

TOTAL, ALL CITIES LISTED	$7,808.56	$4,191.54	$7,509.89	$4,031.48	$6,971.28	$3,746.69

QUARTER-HOUR RATES

TOTAL, ALL CITIES LISTED	$5,117.41	$2,751.54	$4,903.61	$2,638.11	$4,549.57	$2,482.09

MUTUAL BASIC RATES BY PERIODS

TWO QUARTER-HOURS

Mimimum: 3 Stations*	13 Weeks		26 Weeks		52 Weeks	
	N	D	N	D	N	D
Boston (WAAB)	$152.00	$76.00	$148.00	$74.00	$128.00	$64.00
*Chicago (WGN)	555.00	313.50	555.00	313.50	525.00	297.00
*Cincinnati (WLW)	984.20	492.10	984.20	492.10	885.78	442.89
Cleveland (WHK)	244.80	36.00	231.20	54.00	231.20	54.00
Detroit-Windsor (CKLW)	225.00	112.50	212.50	106.20	200.00	100.00
*Newark (WOR)	858.00	480.00	858.00	480.00	770.00	432.00
Don Lee Calif. Network[2]	720.00	380.00	680.00	360.00	640.00	340.00
Total This Group	$3,739.00	$1,890.10	$3,668.90	$1,879.80	$3,379.98	$1,729.89

THREE QUARTER-HOURS

	N	D	N	D	N	D
Boston (WAAB)	$228.00	$114.00	$222.00	$111.00	$186.00	$93.00
*Chicago (WGN)	726.25	399.00	707.63	388.50	688.50	378.00
*Cincinnati (WLW)	1,436.40	718.20	1,436.40	718.20	1.292.76	646.38
Cleveland (WHK)	367.20	54.00	346.80	51.00	326.40	51.00
Detroit-Windsor (CKLW)	302.81	151.33	270.94	135.40	255.00	127.44
*Newark (WOR)	1,254.00	702.00	1,254.00	702.00	1.122.00	630.00
Don Lee Calif. Network[2]	1,020.00	555.00	960.00	525.00	900.00	495.00
Total This Group	$5,335.16	$2,693.53	$5,197.77	$2,631.10	$4.770.66	$2,420.82

FIVE QUARTER-HOURS

	N	D	N	D	N	D
Boston (WAAB)	$370.00	$185.00	$360.00	$180.00	$300.00	$150.00
*Chicago (WGN)	1,211.25	665.00	1,179.38	647.50	1,147.50	630.00
*Cincinnati (WLW)	2,261.00	1,130.50	2,261.00	1,130.50	2,034.90	1,017.45
Cleveland (WHK)	578.00	85.00	578.00	85.00	510.00	75.00
Detroit-Windsor (CKLW)	504.69	252.22	451.56	225.67	425.00	212.40
*Newark (WOR)	1,980.00	1,140.00	1,980.00	1,140.00	1,760.00	1,020.00
Don Lee Calif. Network[2]	1,700.00	875.00	1,600 00	825.00	1,500.00	775.00
Total This Group	$8,604.94	$4,332.72	$8,409.94	$4,233.67	$7,677.40	$3,879.85

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* Minimum required hookup—WGN, WOR, WLW. Nominal wire charge on all hookups eliminating any one of these stations unless station is unavailable.

[1] Rates quoted represent night rates of WHK; day rates of WCLE.

[2] Combination rate for use of both Northern and Southern California Groups.

[3] Rates quoted for Southern California Don Lee Network are for the following stations: KPMC, Bakersfield; KXO, El Centro; KHJ, Los Angeles; KFXM, San Bernardino; KGB, San Diego; KVEC, San Luis Obispo; KVOE, Santa Ana; KDB, Santa Barbara and KTKC, Visalia.

[4] Rates quoted for the Northern California Don Lee Network are for the following stations: KFRC, San Francisco; KQW, San Jose; KDON, Monterey; KIEM, Eureka.

[5] For details of Minneapolis-St. Paul coverage consult Mutual Broadcasting System.

[6] Rates quoted for Mutual's Don Lee Pacific Northwest Group are for the following stations in Oregon: KALE, Portland; KSLM, Salem; KORE, Eugene; KRNR, Roseburg; KOOS, Marshfield; and for the following stations in Washington: KOL, Seattle; KMO, Tacoma; KVOS, Bellingham; KIT, Yakima; KPQ, Wenatchee; KXRO, Aberdeen; KGY, Olympia; KRKO, Everett; KELA, Centralia; Spokane outlet which can be added by special arrangement.

[7] Rates for Texas State Network are group rates for the following stations: Abilene, KRBC; Amarillo, KGNC; Austin, KNOW; Beaumont, KRIC; Big Spring, KBST; Corpus Christi, KRIS; Corsicana, KAND; Dallas, WRR; Fort Worth, KFJZ; Fort Worth, KTAT; Galveston, KLUF; Houston, KXYZ; Longview, KFRO; Lubbock, KFYO; Paris, KPLT; San Angelo, KGKL; San Antonio, KABC; Sherman, KRRV; Temple, KTEM; Texarkana, KCMC; Tyler, KGKB; Waco Waco, WACO; Weslaco, KRGV.

Data listed subject to change without notice. This rate card is for the convenient reference of advertisers and does not constitute an offer on the part of Mutual Broadcasting System.

Note—All rates are based on local time in each city used on the network. Evening rates apply to all stations from 7:00 P.M. to 10:30 P.M. (and to most stations from 6:00 P.M. to 11:00 P.M.) Weekdays and Sundays. Exceptions are: Iowa Network, KWK, St. Louis; KMA, Shenandoah; KGMB-KHBC, Honolulu-Hilo, where evening rate applies until 10:00 P.M. On part-time stations evening rates apply to sign-off as follows: WCLE, Cleveland and WHKC, Columbus from 4:00 P.M.; WDGY, Minneapolis-St. Paul, from 5:30 P.M.; WHAI, Greenfield; WSPA, Springfield and WATR, Waterbury from 6:00 P.M.

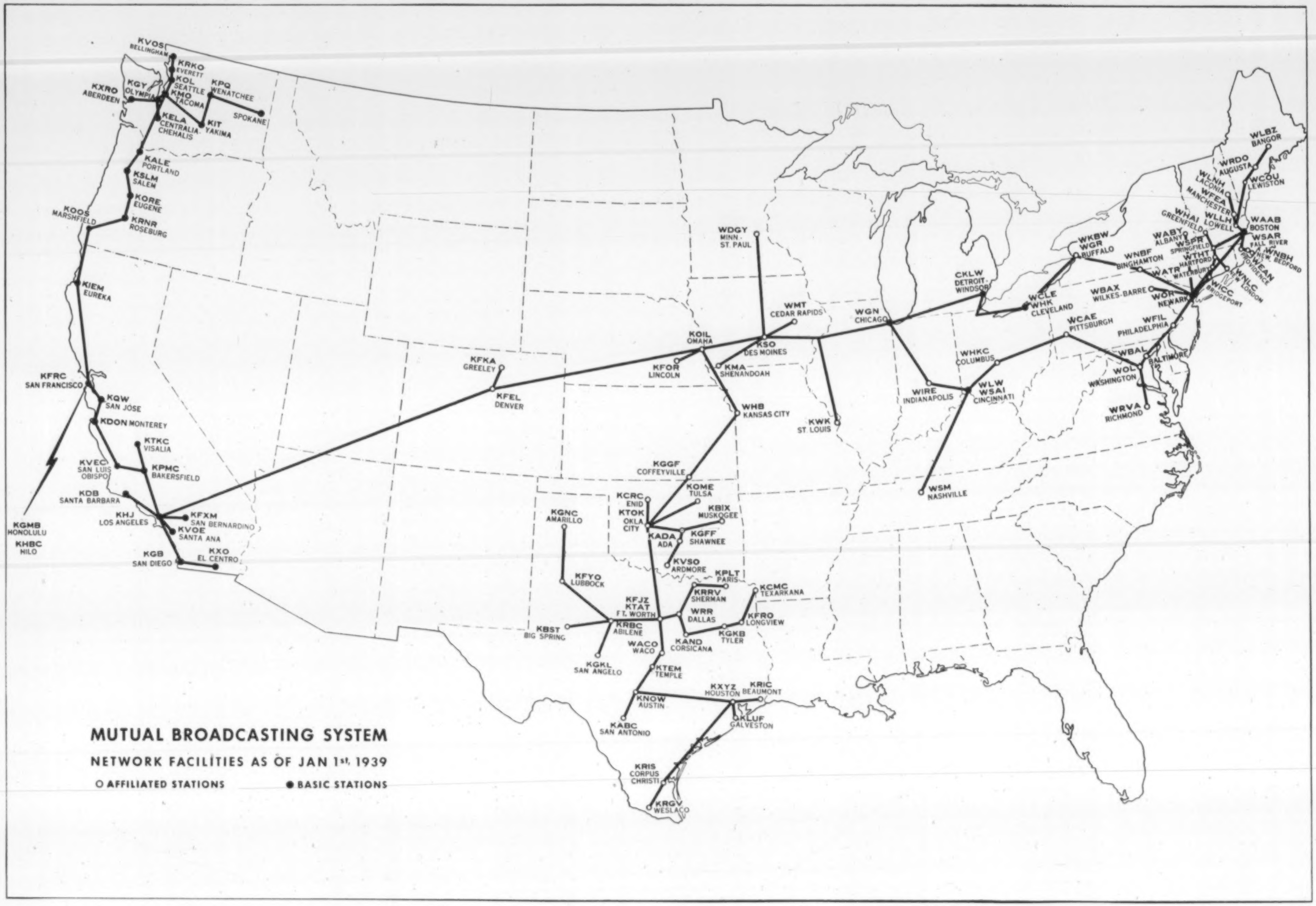
Day rates apply to all stations from 9:00 A.M. (except KWK, St. Louis, 10:00 A.M.) to 8:00 P.M., and to most stations until 6:00 P.M. Exceptions: Other rates are in effect between the daytime hours noted on the following stations: WCLE, Cleveland, and WHKC, Columbus, 12:00 Noon to 2:00 P.M.; Iowa Network, 1:00 P.M. to 5:00 P.M.; WDGY ,Minneapolis-St. Paul, 12:00 Noon to 1:00 P.M.; WRVA, Richmond, 1:00 P.M. to 5:00 P.M.; KMA, Shenandoah, 11:30 A.M. to 1:00 P.M., 2:00 P.M. to 5:00 P.M.

For Sunday and other rates not shown, consult the Mutual Broadcasting System or individual station listings.

All rates are net after quantity discounts and after 52 week rebates have been allowed, but before agency commissions have been conducted.

Map of the Mutual Broadcasting System

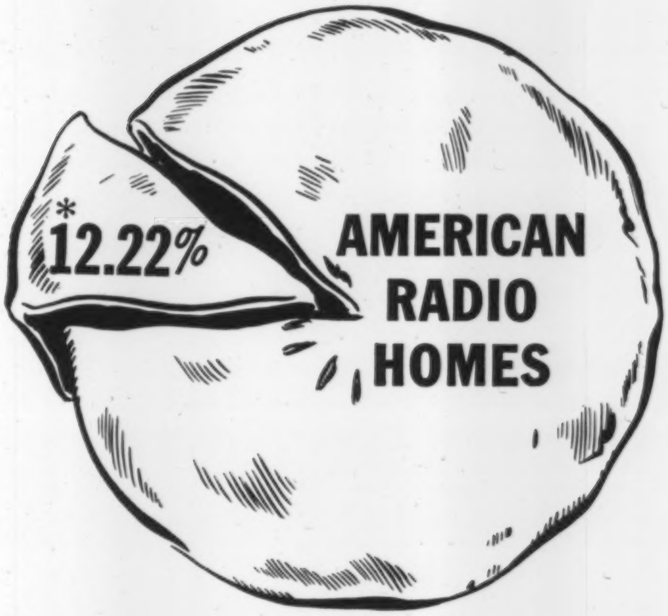
(As of January 1, 1939)


KVOS BELLINGHAM
KRKO EVERETT
KOL SEATTLE
KGY OLYMPIA
KXRO ABERDEEN
KMO TACOMA
KPQ WENATCHEE
SPOKANE
KIT YAKIMA
KELA CENTRALIA-CHEHALIS
KALE PORTLAND
KSLM SALEM
KORE EUGENE
KOOS MARSHFIELD
KRNR ROSEBURG
KIEM EUREKA
KFRC SAN FRANCISCO
KQW SAN JOSE
KDON MONTEREY
KTKC VISALIA
KVEC SAN LUIS OBISPO
KPMC BAKERSFIELD
KDB SANTA BARBARA
KHJ LOS ANGELES
KFXM SAN BERNARDINO
KVOE SANTA ANA
KGB SAN DIEGO
KXO EL CENTRO
KGMB HONOLULU
KHBC HILO
KFKA GREELEY
KFEL DENVER
WDGY MINN.-ST. PAUL
WMT CEDAR RAPIDS
KOIL OMAHA
KSO DES MOINES
KFOR LINCOLN
KMA SHENANDOAH
WHB KANSAS CITY
KWK ST. LOUIS
KGGF COFFEYVILLE
KOME TULSA
KCRC ENID
KTOK OKLA. CITY
KBIX MUSKOGEE
KADA ADA
KGFF SHAWNEE
KVSO ARDMORE
KGNC AMARILLO
KFYO LUBBOCK
KPLT PARIS
KCMC TEXARKANA
KRRV SHERMAN
KFJZ KTAT FT. WORTH
WRR DALLAS
KFRO LONGVIEW
KBST BIG SPRING
KRBC ABILENE
KGKB TYLER
KAND CORSICANA
WACO WACO
KGKL SAN ANGELO
KTEM TEMPLE
KXYZ HOUSTON
KRIC BEAUMONT
KNOW AUSTIN
KLUF GALVESTON
KABC SAN ANTONIO
KRIS CORPUS CHRISTI
KRGV WESLACO
WGN CHICAGO
WIRE INDIANAPOLIS
WLW WSAI CINCINNATI
WHKC COLUMBUS
WSM NASHVILLE
CKLW DETROIT-WINDSOR
WCLE WHK CLEVELAND
WKBW WGR BUFFALO
WCAE PITTSBURGH
WBAX WILKES-BARRE
WNBF BINGHAMTON
WOR NEWARK
WFIL PHILADELPHIA
WBAL BALTIMORE
WOL WASHINGTON
WRVA RICHMOND
WABY ALBANY
WHAI GREENFIELD
WSPR SPRINGFIELD
WTHT HARTFORD
WATR WATERBURY
WICC BRIDGEPORT
WNLC NEW LONDON
WEAN PROVIDENCE
WNBH NEW BEDFORD
WSAR FALL RIVER
WAAB BOSTON
WLLH LOWELL
WFEA MANCHESTER
WLNH LACONIA
WCOU LEWISTON
WRDO AUGUSTA
WLBZ BANGOR
MUTUAL BROADCASTING SYSTEM
NETWORK FACILITIES AS OF JAN 1st 1939
○ AFFILIATED STATIONS
● BASIC STATIONS

CUT YOURSELF A PIECE OF PIE

with

WGN



* Broadcasting Magazine, Jan. 1, 1938: 22,711,860—Radio Families in U.S. 2,788,600—Radio Families in W-G-N Primary Listening Area. Est. by Joint Comm. on Radio Research

THROUGH W-G-N, which since 1925 has consistently led the field, and *through this one station alone,* you thoroughly blanket twelve percent of the TOTAL potential American radio audience. With its new 750-foot vertical radiator and high fidelity transmitter at a new location, W-G-N's already vast primary coverage area, as indicated by the above figures, will again be substantially improved. FIRST in facilities, FIRST in programs, FIRST in ideas, FIRST in service and FIRST in audience appeal, W-G-N stands as the leader of stations in Chicago and the Middle West, America's second largest market.

STOP STARVING YOURSELF AND YOUR PRODUCT—*CUT YOUR BIGGEST SLICE OF PIE TODAY*

50,000 WATTS

W-G-N, Inc.

720 KILOCYCLES

Eastern Sales Office:
William E. McGuineas
220 E. 42nd Street
New York City

441-445 North Michigan Avenue
Chicago, Illinois

MEMBER OF—THE MUTUAL BROADCASTING SYSTEM

Pacific Coast Office:
Edward S. Townsend
Russ Building
San Francisco, Cal.

XUM

Regional Networks and Group Operated Stations

(For rates and details, consult headquarters indicated)

ALABAMA NETWORK—Comprising WSGN, Birmingham; WMFO, Decatur; WJBY, Gadsden; WSFA, Montgomery; WJRD, Tuscaloosa. Director: Henry P. Johnston, WSGN, Birmingham. Represented nationally by Kelly-Smith Co.

ARIZONA NETWORK — Comprising KOY, Phoenix; KGAR, Tucson; KSUN, Lowell. Available as a regional network. Represented nationally by International Radio Sales. Headquarters: KOY. Director: Fred Palmer.

ARKANSAS NETWORK — Comprising KARK, Little Rock; KCMC, Texarkana; KUOA, Siloam Springs; KELD, El Dorado; KOTN, Pine Bluff; KFPW, Fort Smith; KBTM, Jonesboro; WMC or WREC, Memphis, Tenn. Hookup used entirely for political broadcasts, paid for at station rates plus line charges.

ARROWHEAD NETWORK—Comprising WEBC, Duluth, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn. Available as a hookup, with WJMS, Ironwood, Mich. Represented nationally by Hollingbery & Co. Headquarters: WEBC. General Manager: Walter C. Bridges.

CALIFORNIA BROADCASTING SYSTEM—Comprising KFWB, Los Angeles; KYA, San Francisco; KFBK, Sacramento; KMJ, Fresno; KWG, Stockton; KERN, Bakersfield; KFOX, Long Beach; KTMS, Santa Barbara. President: Guy C. Hamilton, KFBK. Business Manager: Howard Lane, KFBK.

CBS OWNED AND OPERATED STATIONS — *Owned*: WABC, New York; WJSV, Washington; WBT, Charlotte; KMOX, St. Louis; KNX, Los Angeles; WBBM, Chicago; WKRC, Cincinnati; WCCO, Minneapolis. *Leased*: WEEI, Boston. All members of CBS network; all represented nationally by Radio Sales Inc.

CENTRAL STATES BROADCASTING SYSTEM—Comprising KOIL, Omaha-Council Bluffs; KFAB, Lincoln, Neb.; KFOR, Lincoln. Available as a hookup. Represented nationally by The Katz Agency. Headquarters: KOIL. Director: Don Searle, KOIL.

COLONIAL NETWORK—Comprising WAAB, Boston; WEAN, Providence; WICC, Bridgeport, Conn.; WSAR, Fall River, Mass.; WSPR, Springfield, Mass.; WLBZ, Bangor, Me.; WFEA, Manchester, N. H.; WNBH, New Bedford, Mass.; WTHT, Hartford, Conn.; WLLH, Lowell, Mass.; WATR, Waterbury, Conn.; WLNH, Laconia, N. H.; WRDO, Augusta, Me.; WNLC, New London, Conn.; WHAI, Greenfield, Mass.; WCOU, Lewiston, Me. Available as a regional network and as adjunct of the Mutual Broadcasting System. Available also with WOR or WHN, New York City. Represented nationally by Edward Petry & Co. Headquarters: 21 Brookline Ave., Boston. President: John Shepard, 3rd.

CORN BELT WIRELESS GROUP—Office: WHO, Des Moines. This is a service supplied by WHO, Des Moines, which sells time for regional coverage, offering supplementary service by stations which can consistently pick up and rebroadcast its 50,000-watt emanations. Rate is a combination of the spot broadcasting rate of each station used without any charge for lines. Programs are rebroadcast by WOW, Omaha; WOC, Davenport, Ia.; and any other stations within 225 miles of Des Moines. Advertisers select stations desired and can use any number of stations. Contracts are made direct with individual stations as this is not an organized network but provides for an exchange of programs without use of lines. Headquarters: WHO, Des Moines. Director: Joe Maland.

DAKOTA BROADCASTING SYSTEM—Regional hookup for sponsored and sustaining programs comprising, in North Dakota, KFYR, Bismarck; KGCU, Mandan; KRMC, Jamestown; KOVC, Valley City; WDAY, Fargo; KFJM, Grand Forks; KDLR, Devils Lake; in South Dakota, KWTN, Watertown; with occasional inclusion of KLPM, Minot, N. D., and KVOX, Moorhead, Minn. Headquarters: Grand Pacific Hotel, Bismarck, N. D. Director: Col. Irving Speed Wallace.

DON LEE BROADCASTING SYSTEM—*Southern California*: KHJ, Los Angeles; KGB, San Diego; KDB, Santa Barbara; KFXM, San Bernardino; KPMC, Bakersfield; KVOE, Santa Ana; KXO, El Centro; KVEC, San Luis Obispo; KTKC, Visalia. *Northern California*: KFRC, Sain Francisco; KQW, San Jose; KDON, Monterey; KIEM, Eureka. *Northwest (Oregon)*: KALE, Portland; KRNR, Roseburg; KSLM, Salem KORE, Eugene; KOOS, Marshfield. *Northwest (Washington)*: KOL, Seattle; KMO, Tacoma; KIT, Yakima; KPQ, Wenatchee; KVOS, Bellingham; KXRO, Aberdeen; KGY, Olympia; KELA, Centralia; KRKO, Everett. Available in groups or in whole; also as part of Mutual Broadcasting System. KGMB, Honolulu, and KFBC, Hilo, may also be added. Represented nationally by John Blair & Co. Headquarters: KHJ, Los Angeles, or KFRC, San Francisco. General Manager: Lewis Allen Weiss.

FOOTHILLS NETWORK—Comprising CFAC, Calgary; CJCA, Edmonton; CJOC, Lethbridge—all in Alberta. Represented in Canada by All-Canada Radio Facilities Ltd.; in United States by Weed & Co. Headquarters: Southam Bldg., Calgary, Alta. General Manager: H. R. Carson, Southam Bldg., Calgary, Alta.

GEORGIA BROADCASTING SYSTEM—Operates jointly owned WRBL, Columbus; WATL, Atlanta; WGPC, Albany. Headquarters: WRBL. Executive director: Jim Woodruff Jr. Represented nationally by Sears & Ayer.

GEORGIA GROUP—Not operated as network but offers joint rates, comprising WGST, Atlanta; WTOC, Savannah; WMAZ, Macon. Represented nationally by the Katz Agency.

HEARST RADIO Inc. — Stations operated by Hearst interests but not linked as a network: WBAL, Baltimore; WCAE, Pittsburgh; KEHE, Los Angeles; WACO, Waco, Tex.; WINS, New York City; KNOW, Austin, Tex.; WISN, Milwaukee; KOMA, Oklahoma City; KTSA, San Antonio; KYA, San Francisco. Headquarters: 20 E. 57th St., New York City. Chairman of Board: J. V. Connolly; President and General Manager: Elliott Roosevelt. Represented nationally by International Radio Sales, New York.

INTER-CITY BROADCASTING SYSTEM — Comprising WMCA, New York; WIP, Philadelphia; WDEL, Wilmington, Del.; WCBM, Baltimore; WOL, Washington; WPRO, Providence; WMEX, Boston: WGAL, Lancaster, Pa.; WORK, York, Pa.; WLAW, Lawrence, Mass. Available as a network. Headquarters: WMCA. Officials: Donald Flamm, president; Bertram Lebhar, Jr., director of sales. Chicago office: 360 No. Michigan Ave.; J. M. Ward, G. B. McDermott.

IOWA BROADCASTING SYSTEM—Comprising KSO and KRNT, Des Moines; WMT, Cedar Rapids-Waterloo. Available as a regional network known as Iowa Network. Represented nationally by the Katz Agency. Headquarters: Any station. President: Gardner Cowles Jr. Vice President and General Manager: Luther L. Hill. Commercial Manager: Craig Lawrence.

LOUISIANA NETWORK—Comprising WDSU, New Orleans; KRMD, Shreveport; WJBO, Baton Rouge; KMLB, Monroe; KPLC, Lake Charles; KALB, Alexandria; KVOL, Lafayette. Headquarters: 352 Florida Ave., Baton Rouge. Director: H. Vernon Anderson.

MASON-DIXON RADIO GROUP — Comprising WDEL, Wilmington; WORK, York, Pa.; WGAL, Lancaster, Pa.; WAZL, Hazleton, Pa.; WEST, Easton, Pa. Represented nationally by Paul H. Raymer Co. Headquarters: WGAL. General Manager: Clair R. McCollough.

McCLATCHY BROADCASTING SYSTEM — Stations controlled by McClatchy newspaper interests (see California Broadcasting System for network data): KFBK, Sacramento; KMJ, Fresno; KWG, Stockton; KERN, Bakersfield; KOH, Reno, Nev. Headquarters: KFBK, Sacramento. President: Guy C. Hamilton.

MICHIGAN RADIO NETWORK — Comprising WXYZ, Detroit; WBCM, Bay City; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WKZO, Kalamazoo; WELL, Battle Creek; WOOD, Grand Rapids. Available as a regional network and also sold as a unit of NBC. Represented nationally by Paul Raymer Co. Headquarters: Stroh Bldg., Detroit. President: George H. Trendle. General Manager: H. Allen Campbell.

MISSOURI TRIANGLE — Comprising KWTO and KGBX, Springfield; KCMO, Kansas City; WTMV, East St. Louis, Ill. Not operated as network but available at group rates. Stations represented by Howard H. Wilson Co. Headquarters: KWTO-KGBX, Springfield. Director: Lester E. Cox.

NBC OWNED AND MANAGED STATIONS — *Owned*: WEAF and WJZ, New York; WRC, Washington; WMAQ and WENR, Chicago; WTAM, Cleveland; KPO, San Francisco. *Leased*: WMAL, Washington. *Managed for General Electric Co.*: WGY, Schenectady; KOA, Denver; KGO, San Francisco. *Managed for Westinghouse Electric & Mfg. Co.*: WBZ, Boston; WBZA, Springfield, Mass.; KDKA, Pittsburgh; KYW, Philadelphia. All members of NBC networks; all represented nationally by NBC Local Sales.

NORTHERN CALIFORNIA BROADCASTING SYSTEM—Comprising KJBS, San Francisco; KQW, San Jose. Available as a hookup. Headquarters: 1470 Pine St., San Francisco. President: Ralph R. Brunton. General Manager: C. L. McCarthy.

NORTHWEST TRIANGLE—Comprising KOMO or KJR, Seattle; KGW or KEX, Portland; KHQ or KGA, Spokane. Available as a cooperative regional network. Represented nationally by Edward Petry & Co. Headquarters: any station of group.

OKLAHOMA NETWORK Inc.—Comprising KTOK, Oklahoma City; KOME, Tulsa; KCRC, Enid; KBIX, Muskogee; KGFF, Shawnee; KADA, Ada; KVSO, Ardmore. Available as a regional network. Represented nationally by Joseph H. McGillvra. Headquarters: 1800 W. Main St., Oklahoma City. Managing Director: Ken M. Douglas.

PACIFIC NORTHWEST COVERAGE GROUP—Comprising KFPY, Spokane; KRSC, Seattle; KXL, Portland; KGIR, Butte, Mont.; KPFA, Helena, Mont. Available at group rates or as two separate networks: Washington-Oregon net (Pacific Time), comprising KFPY, KRSC and KXL, and Z-Bar Net (Mountain Time), comprising KGIR nd KPFA. Director of Group: E. B. Craney, Box 1956, Butte, Mont. Director of Washington-Oregon Net: T. W. Symons Jr., KXL, Portland. Director of Z-Bar Net: E. B. Craney, Box 1956, Butte. Represented nationally by Gene Furgason & Co.

PACIFIC BROADCASTING CO.—Affiliated with Don Lee Broadcasting System. *Washington Outlets*: KOL, Seattle; KMO, Tacoma; KXRO, Aberdeen; KVOS, Bellingham; KELA, Centralia; KRKO, Everett; KGY, Olympia; KIT, Yakima; KPQ, Wenatchee. *Oregon outlets*: KORE, Eugene; KOOS, Marshfield; KALE, Portland; KRNR, Roseburg; KSLM, Salem. Represented nationally by John Blair & Co. General Manager: Carl E. Haymond, KMO, Tacoma.

QUAKER NETWORK—Pennsylvania regional hookup comprising WFIL, Philadelphia; WRAW, Reading; WSAN, Allentown; WEST, Easton; WORK, York; WAZL, Hazelton; WGAL, Lancaster; WGBI, Scranton, WBRE, Wilkes-Barre; WHP-WKBO, Harrisburg; WKOK, Sunbury; WRAK, Williamsport; WFBG, Altoona; WJAC, Johnstown; WLEU, Erie; WWSW, Pittsburgh; WTBO, Cumberland, Md. Headquarters: WFIL, Philadelphia. General Manager: Roger W. Clipp.

SCRIPPS-HOWARD RADIO Inc. — Stations operated under Scripps-Howard control but not linked as network: WNOX, Knoxville, Tenn., WCPO, Cincinnati; WMC, Memphis; WMPS, Memphis. Headquarters: 230 Park Ave., New York City. President: Jack Howard.

TEXAS QUALITY NETWORK — Comprising WFAA, Dallas; WBAP, Fort Worth; WOAI, San Antonio; KPRC, Houston. Available as a cooperative regional network. Represented nationally by Edward Petry & Co. Headquarters: Any station, each acting as sales office. Directors: Martin Campbell, WFAA; Harold Hough, WBAP; Hugh A. L. Halff, WOAI; Kern Tips, KPRC.

TEXAS STATE NETWORK—Comprising KFJZ and KTAT, Fort Worth; WRR, Dallas; KXYZ, Houston; KABC, San Antonio; KGNC, Amarillo; KFYO, Lubbock; KBST, Big Spring; KGKL, San Angelo; KRBC, Abilene; KPLT, Paris; KRRV, Sherman; KCMC, Texarkana; KFRO, Longview; KGKB, Tyler; KAND, Corsicana; WACO, Waco; KTEM, Temple; KNOW, Austin; KRIC, Beaumont; KLUF, Galveston; KRIS, Corpus Christi; KRGV, Weslaco. Headquarters: 1201 W. Lancaster, Fort Worth, Tex. President: Elliott Roosevelt. Executive Vice-President: Neal Barrett. Vice-President: Sam H. Bennett. Secretary: Mary Virginia Murphy. Treasurer: H. M. Higgins. General Manager: Harry A. Hutchinson. Represented nationally by International Radio Sales.

VIRGINIA BROADCASTING SYSTEM — Comprising WRNL, Richmond; WCHV, Charlottesville; WGH, Newport News; WLVA, Lynchburg; WBTM, Danville. Available as a regional network. Headquarters: WRNL. Officials: Earl Sowers, WRNL, president. Represented nationally by Burn-Smith Co. Inc.

WEST VIRGINIA NETWORK — Comprising WCHS, Charleston; WBLK, Clarksburg; WPAR, Parkersburg. Available as a regional network. Headquarters, WBLK. President: John A. Kennedy, WCHS. Managing Director: C. Alden Baker. Represented nationally by the Branham Co.

WISCONSIN RADIO NETWORK — Comprising KFIZ, Fond du Lac; WHBY, Green Bay; WIBU, Poynette; WHBL, Sheboygan. Available as a network. Headquarters: Any station.

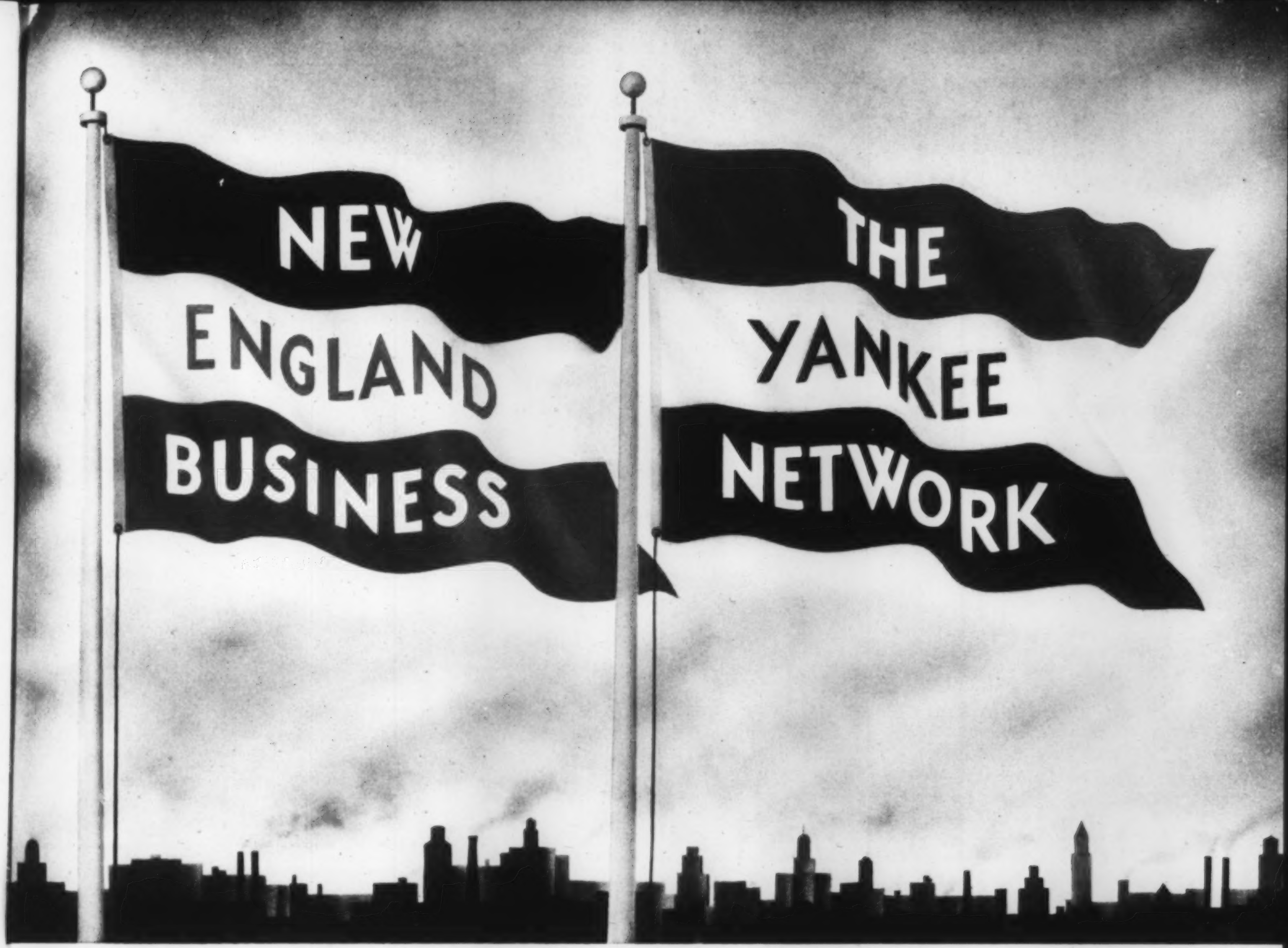
YANKEE NETWORK — Comprising WNAC, Boston; WNLC, New London, Conn.; WTIC, Hartford; WEAN, Providence; WTAG, Worcester; WICC, Bridgeport, Conn.; WCSH, Portland, Me.; WLBZ, Bangor, Me.; WFEA, Manchester, N. H.; WSAR, Fall River, Mass.; WNBH, New Bedford, Mass.; WLLH, Lowell, Mass.; WLNH, Laconia, N. H.; WRDO, Augusta, Me.; WHAI, Greenfield, Mass.; WCOU, Lewiston, Me. Available also with WOR or WHN, New York City. Represented nationally by Edward Petry & Co. Headquarters: 21 Brookline Ave., Boston. President: John Shepard, 3rd.

One of the Best "SPOT BUYS" in the Eastern Radio Market

MASON DIXON RADIO GROUP

WDEL, Wilmington, Del.
WGAL, Lancaster, Penna.
WAZL, Hazleton, Penna.
WORK, York, Penna.
WEST, Easton, Penna.
WILM, Wilmington, Del.

Address Inquiries to Lancaster, Penna., or The Paul Raymer Co., New York ● Chicago ● San Francisco



16 Stations

WNAC	Boston
WTIC	Hartford
WEAN	Providence
WTAG	Worcester
WICC	Bridgeport New Haven
WNLC	New London
WCSH	Portland
WLBZ	Bangor
WFEA	Manchester
WSAR	Fall River
WNBH	New Bedford
WHAI	Greenfield
WLLH	Lowell Lawrence
WLNH	Laconia
WRDO	Augusta
WCOU	Lewiston Auburn

SIDE BY SIDE

THE flags of New England business and The Yankee Network, flying together, symbolize the close relationship between the two. Whether your sales effort embraces New England as a whole or any densely populated section, you will find every major retail market within the intensive listening area of a Yankee Network station.

The sixteen Yankee stations cover all cities of 100,000 population or over, and many smaller cities and towns. This combination, preferably with a Yankee produced program for maximum local appeal, will reach a New England-wide buying audience with powerful sales effect.

EDWARD PETRY & CO., INC., *National Sales Representative*

C
y

Choose your Partner

Your partner can make your next dance a pleasant or a disappointing experience—and a radio station can do the same thing for your next radio campaign.

These radio stations are your partners for profit. They are in harmony with their audience and know its rhythm. They can sway it—in your favor.

Ask them to beat the drum for your product and watch your sales go soaring to new highs. Ask them to play the horn of plenty and your dealers will say. "Clap hands, here come the customers!"

Don't buy *just* radio stations. Choose *partners* like these who know the steps to broadcasting success.

WSB	Atlanta	NBC
WAGA	Atlanta	NBC
WFBR	Baltimore	NBC
WAAB	Boston	MBS
WNAC	Boston	NBC
WICC	Bridgeport	NBC
WEBR	Buffalo	NBC
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
KVOD	Denver	NBC
WJR	Detroit	CBS
KPRC	Houston	NBC
WFBM	Indianapolis	CBS
WDAF	Kansas City	NBC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
KECA	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Minneapolis-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WHN	New York	NBC
WTAR	Norfolk	NBC
WFIL	Philadelphia	NBC
KGW	Portland, Ore.	NBC
KEX	Portland, Ore.	NBC
WEAN	Providence	NBC
WRTD	Richmond, Va.	NBC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KJR	Seattle	NBC
KHQ	Spokane	NBC
KGA	Spokane	NBC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

Also
THE YANKEE NETWORK
THE COLONIAL NETWORK
TEXAS QUALITY NETWORK

Represented throughout the United States by

EDWARD PETRY & COMPANY, INC.

NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO

WHEN YOU SAY
THAT, MISTER,
SMILE!

If you tell a Texan *power* is not necessary to cover Texas, smile when you say that, Mister. And smile quickly or the Texan will beat you to it.

The Texan knows that the Lone Star State has 6,172,000 people well distributed over 265,896 square miles, and that 60% of these people live in rural areas—away from the larger cities.

He also knows that the 4-star stations of the Texas Quality Network offer the only radio way to reach this 60% of the population and, at the same time, to dominate the 4-star Texas markets of Dallas, Fort Worth, San Antonio and Houston.*

These four stations are available as the Texas Quality Network at one reasonable cost. The advertisers who said "TQN" this past season smiled—and success has kept them smiling ever since!

**Plus Southern Oklahoma and parts of Arkansas and Louisiana.*

THE TEXAS QUALITY NETWORK

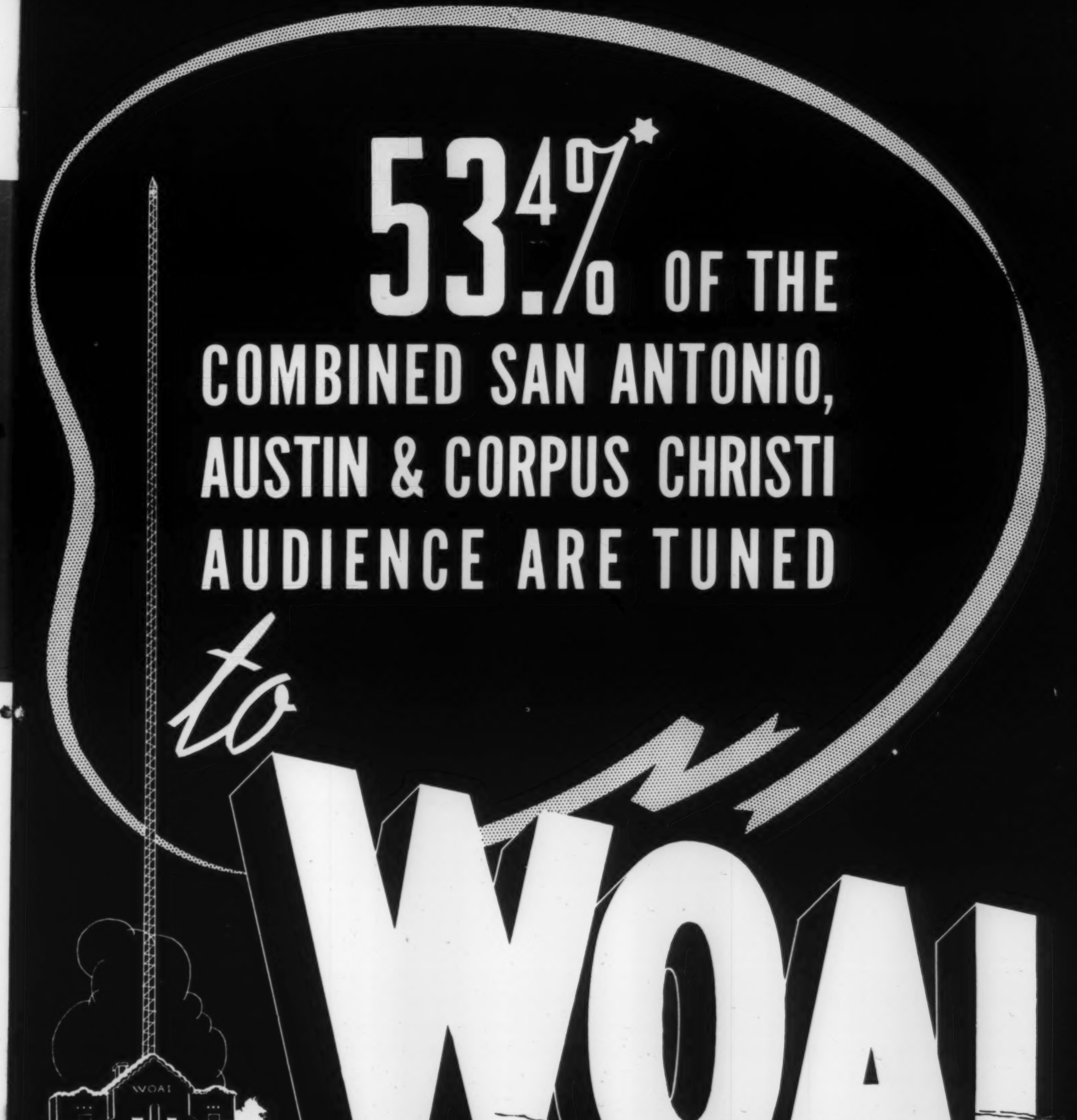
EACH STATION AFFILIATED WITH THE NATIONAL BROADCASTING CO.

WFAA-WBAP
DALLAS FT. WORTH

KPRC
HOUSTON

WOAI
SAN ANTONIO

EDWARD PETRY & COMPANY, INC., NATIONAL REPRESENTATIVES



53.4%* OF THE COMBINED SAN ANTONIO, AUSTIN & CORPUS CHRISTI AUDIENCE ARE TUNED *to* WOAI

50,000 WATTS
SAN ANTONIO
CLEARED CHANNEL
1190 KILOCYCLES

* According to a weeks study made by
ROSS - FEDERAL RESEARCH
Write us for further details

MEMBER TQN

AFFILIATE NBC » REPRESENTED NATIONALLY BY EDWARD PETRY & CO

CANADIAN BROADCASTING CORPORATION: EXECUTIVES and RATES

Head Office: Victoria Bldg., Ottawa, Ontario

CBC NETWORK RATES

(*In Effect Jan.* 1, 1939)

The individual rates shown apply when stations are used in conjunction with CBC basic national or regional networks.

1a. Gross Rates 6.00 p.m. to 11.00 p.m. Local Time.

▼ (Rates for periods longer than one hour are in exact proportion to the corresponding one-hour rate.)

STATION RATES ONLY

(See Section III for Wire Line Rates.)

MARITIME REGIONAL NETWORK

(Atlantic Standard Time)

	1 Hr.	½ Hr.	¼ Hr.
Sydney (CJCB)	$45.00	$27.00	$18.00
Halifax (CHNS)	50.00	30.00	20.00
Charlottetown (CFCY)	45.00	27.00	18.00
Moncton (CKCW)	25.00	15.00	10.00
Saint John (CHSJ)	35.00	21.00	14.00
Fredericton (CFNB)	45.00	27.00	18.00
Total for Group	$245.00	$147.00	$98.00

QUEBEC REGIONAL NETWORK

(Eastern Standard Time)

	1 Hr.	½ Hr.	¼ Hr.
New Carlisle (CHNC)	$45.00	$27.00	$18.00
Rimouski (CJBR)	50.00	30.00	20.00
Chicoutimi (CBJ)	25.00	15.00	10.00
Quebec (CBV)	70.00	42.00	28.00
Montreal (CBF-CBM) (See supplementary note)	325.00	195.00	130.00
Total for Group	$515.00	$309.00	$206.00

ONTARIO REGIONAL NETWORK

(Eastern Standard Time)

	1 Hr.	½ Hr.	¼ Hr.
Ottawa (CBO)	$80.00	$48.00	$32.00
Kingston (CFRC)	25.00	15.00	10.00
Toronto (CBL)	300.00	180.00	120.00
Windsor (CKLW)	160.00	96.00	64.00
Sudbury (CKSO)	50.00	30.00	20.00
North Bay (CFCH)	25.00	15.00	10.00
Kirkland Lake (CJKL)	25.00	15.00	10.00
Timmins (CKGB)	25.00	15.00	10.00
Fort William (CKPR)	45.00	27.00	18.00
Total for Group	$735.00	$441.00	$294.00

PRAIRIE REGIONAL NETWORK

(Central Standard Time)

	1 Hr.	½ Hr.	¼ Hr.
Winnipeg (CKY)	$120.00	$72.00	$48.00
Brandon (CKX)	33.00	20.00	13.00
	(Mountain Standard Time)		
Regina (CKCK)	70.00	42.00	28.00
Moose Jaw (CHAB)	25.00	15.00	10.00
Saskatoon (CFQC)	60.00	36.00	24.00
Prince Albert (CKBI)	30.00	18.00	12.00
Edmonton (CJCA)	80.00	48.00	32.00
Calgary (CFAC)	80.00	48.00	32.00
Lethbridge (CJOC)	30.00	18.00	12.00
Total for Group	$528.00	$317.00	$211.00

BRITISH COLUMBIA REGIONAL NETWORK

(Pacific Standard Time)

	1 Hr.	½ Hr.	¼ Hr.
Kamloops (CFJC)	$30.00	$18.00	$12.00
Kelowna (CKOV)	25.00	15.00	10.00
Trail (CJAT)	35.00	21.00	14.00
Vancouver (CBR)	120.00	72.00	48.00
	210.00	126.00	84.00
Totals for National Service. (34 outlets)	$2,233.00	$1,340.00	$893.00

SUPPLEMENTARY NOTE

1. When only one Montreal station is included in Quebec Region the following rates apply:

2. CBF	$250.00	$150.00	$100.00
CBM	150.00	90.00	60.00

3. Announcements are made in French on programs transmitted from CBF (French outlet); no charge made to sponsor for translation of continuity. CBM—English Outlet.

4. Supplementary station rates available on application.

1b. 60% Gross Rates apply after 11.00 p.m. and before 6.00 p.m. Local Time (between 12.00 noon and 6.00 p.m. local time Sunday 75% of the gross rates apply.)

OFFICIALS

Gladstone Murray, *General Manager*, Victoria Bldg., Ottawa.
Dr. Augustin Frigon, *Asst. General Manager*, Keefer Bldg., Montreal.
Donald Manson, *Chief Executive Assistant*, Victoria Bldg., Ottawa.
Harry Baldwin, *Treasurer*, Victoria Bldg., Ottawa.
R. P. Landry, *Secretary*, Victoria Bldg., Ottawa.
E. L. Bushnell, *General Supervisor of Programs*, 341 Church St., Toronto.
G. W. Olive, *Chief Engineer*, Keefer Bldg., Montreal.
E. W. Jackson, *Traffic Manager*, 341 Church St., Toronto.
H. N. Stovin, *Supervisor of Station Relations*, 341 Church St., Toronto.
E. A. Weir, *Commercial Manager and Supervisor of Publicity*, 1 Hayter St., Toronto.
J. A. Dupont, *Commercial Manager* (Quebec Division), 1231 St. Catherine St. West, Montreal.

COMMERCIAL DEPARTMENT

1 Hayter Street,
Toronto.

1231 St. Catherine St. West,
Montreal.

II. DISCOUNTS

a. Frequency discount on Gross Station Rates for number of periods under contract within 12 months.

Less than 13 times	Net
13 to 25	5%
26 to 51	10%
52 and over (Maximum allowed)	15%

b. Regional discount after frequency discount deducted applicable to contracts for 13 or more consecutive periods.

1 Region	5%
2 Regions	10%
3 Regions	15%
4 Regions	20%
5 Regions (The National Network)	25%

III. WIRE LINE RATES

a. Region	1 Hr.	¾ Hr.	½ Hr.	¼ Hr.
Maritime	$53	$50	$46	$38
Quebec	56	52	48	40
Ontario	89	82	75	62
Prairie	91	84	78	65
British Columbia	56	52	48	40
Total Line Cost	$345	$320	$295	$245

b. Above line rates apply when programs are supplied to the national network or to individual regions providing point of program pickup is within such region. A special line charge is made when point of program pickup does not conform to the above conditions, and where additional facilities are required.

c. Wire line costs listed, applicable to day or evening periods.

d. Wire line costs are net per occasion; subject to 15% agency commission only.

IV. COMMISSIONS AND CASH DISCOUNTS

a. Gross billing after deduction of percentage discounts, if any, on station rates and on net wire rates shall be subject to an advertising agency commission of 15%.

b. No commission on program charges.

c. No cash discounts—bills due and payable when rendered.

V. TERMS OF USE

a. No contract accepted for less than one occasion per week for thirteen consecutive weeks—except in case of SPECIAL EVENTS.

b. Minimum period accepted is fifteen minutes. No periods are sold in bulk for re-sale.

c. All contracts are accepted subject to the Broadcasting Act, Broadcasting Regulations and approval of the Canadian Broadcasting Corporation.

d. Rates quoted herein Subject to Change Without Notice.

Stations Taking CBS Sustaining Service

City	Station	Kilocycles
Atlantic Standard Time		
Sydney, N. S.	CJCB*	1240
Halifax, N. S.	CHNS*	930
Halifax, N. S.	CHNX	6130
Charlottetown, P. E. I.	CFCY*	630
Summerside, P. E. I.	CHGS	1450
Moncton, N.B.	CKCW*	1370
Fredericton, N. B.	CFNB*	550
Saint John, N. B.	CHSJ*	1120
Yarmouth, N. S.	CJLS*	1310
Eastern Standard Time		
Quebec, P. Q.	CKCV	1310
Montreal, P. Q.	CFCF	600
Montreal, P. Q.	CHLP	1120
Montreal, P. Q.	CBM*	1050
Ottawa, Ont.	CBO*	880
Ottawa, Ont.	CKCO	1010
Kingston, Ont.	CFRC*	1510
Toronto, Ont.	CBL*	840
Toronto, Ont.	CBY	960
Toronto, Ont.	CKCL	580
Hamilton, Ont.	CKOC	1120
Hamilton, Ont.	CHML	1010
St. Catharines, Ont.	CKTB	1200
London, Ont.	CFPL	730
Chatham, Ont.	CFCO	630
Windsor, Ont.	CKLW*	1030
North Bay, Ont.	CFCH*	930
Kirkland Lake, Ont.	CJKL*	1310
Timmins, Ont.	CKGB*	1420
Sudbury, Ont.	CKSO*	780
Fort William, Ont.	CKPR*	730
Sault Ste. Marie, Ont.	CJIC	1500
Central Standard Time		
Winnipeg, Man.	CKY*	910
Winnipeg, Man.	CJRC	630
Winnipeg, Man.	CJRO	6150
Winnipeg, Man.	CJRX	11720
Brandon, Man.	CKX*	1120
Yorkton, Sask.	CJGX	1390
Mountain Standard Time		
Regina, Sask.	CKCK*	1010
Regina, Sask.	CJRM	540
Moose Jaw, Sask.	CHAB*	1200
Saskatoon, Sask.	CFQC*	840
Prince Albert, Sask.	CKBI*	1210
Calgary, Alta.	CFAC*	930
Calgary, Alta.	CJCJ	690
Edmonton, Alta.	CJCA*	730
Edmonton, Alta.	CFRN	960
Edmonton, Alta.	CKUA	580
Lethbridge, Alta.	CJOC*	950
Pacific Standard Time		
Trail, B. C.	CJAT*	910
Kelowna, B. C.	CKOV*	630
Kamloops, B. C.	CFJC*	880
Chilliwack, B. C.	CHWK	780
Vancouver, B. C.	CBR*	1100
Vancouver, B. C.	CKWX	1010
FRENCH NETWORK STATIONS		
Atlantic Standard Time		
New Carlisle, P. Q.	CHNC*	960
Eastern Standard Time		
Rimouski, P. Q.	CJBR*	1030
Chicoutimi, P. Q.	CBJ*	1120
Quebec, P. Q.	CBV*	950
Montreal, P. Q.	CBF*	910
Hull, P. Q.	CKCH	1210

NATIONAL NETWORK SUBDIVISIONS

EASTERN	Maritime Provinces, Quebec and Ontario Stations.
MARITIME	Nova Scotia, New Brunswick and Prince Edward Island Stations.
MIDEAST	Ontario and Quebec Stations.
WESTERN	Stations in Winnipeg and West.
CENTRAL	Stations in Central Time Zone.
MIDWEST	Manitoba, Saskatchewan and Alberta Stations.
MOUNTAIN	Stations in Mountain Time Zone.
PACIFIC	Stations in Pacific Zones.

* Affiliated stations on Corporation Network. Certain hours are reserved by these stations for Corporation programs. With the other stations use of Corporation programs optional.

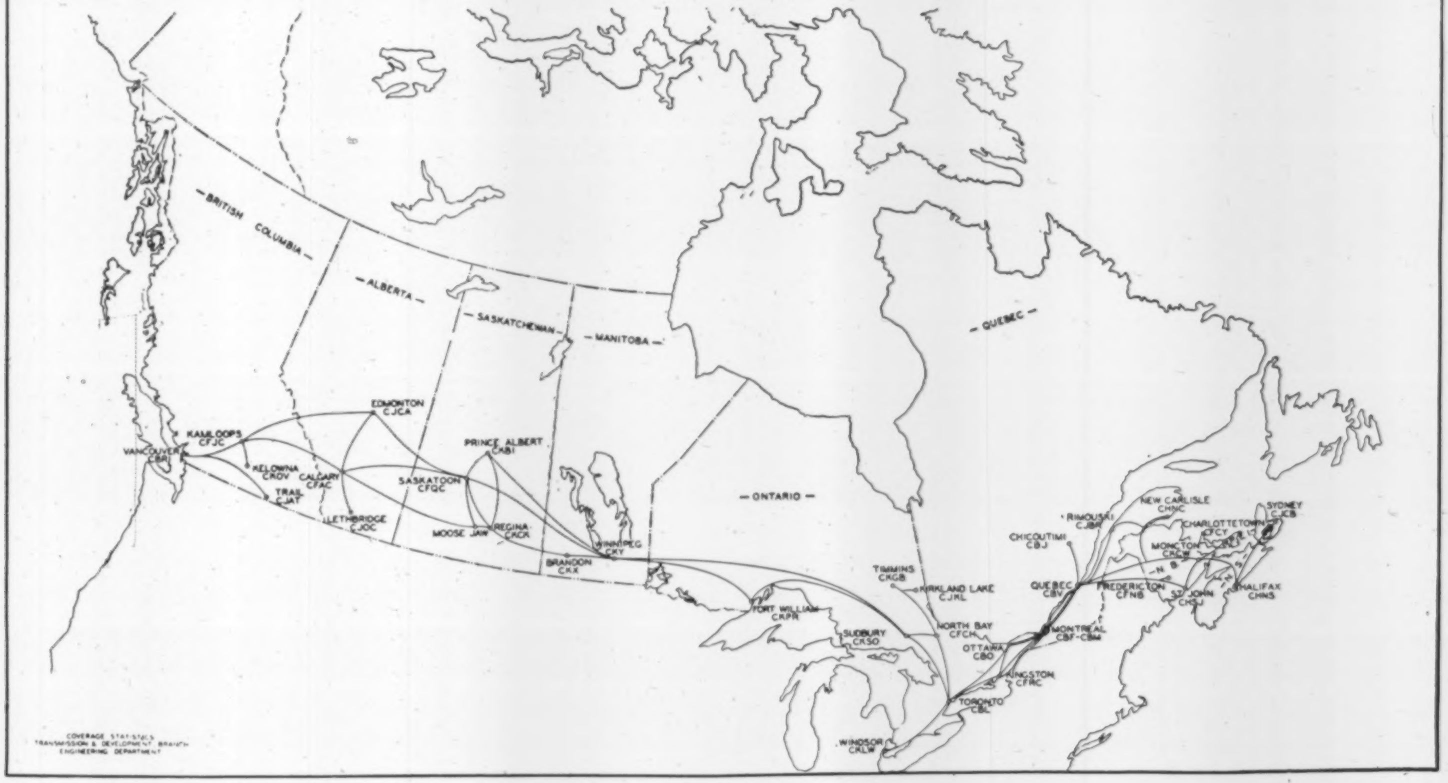
Daily listings show the stations to which programs are available. At points where more than one station uses Corporation programs the daily schedule will designate the station to which each program is available.

Stations whose call letters begin with "CB" are owned and operated by the Canadian Broadcasting Corporation.

ASK CBC ABOUT CANADA

CANADIAN BROADCASTING CORPORATION NATIONAL AND REGIONAL BASIC NETWORKS

(AS OF JANUARY 1, 1939)


BRITISH COLUMBIA
ALBERTA
SASKATCHEWAN
MANITOBA
ONTARIO
QUEBEC
N. B.
VANCOUVER CBR
KAMLOOPS CFJC
KELOWNA CKOV
TRAIL CJAT
CALGARY CFAC
LETHBRIDGE CJOC
EDMONTON CJCA
SASKATOON CFQC
PRINCE ALBERT CKBI
MOOSE JAW
REGINA CKCK
BRANDON CKX
WINNIPEG CKY
FORT WILLIAM CKPR
TIMMINS CKGB
KIRKLAND LAKE CJKL
SUDBURY CKSO
NORTH BAY CFCH
OTTAWA CBO
KINGSTON CFRC
TORONTO CBL
WINDSOR CKLW
MONTREAL CBF-CBM
QUEBEC CBV
CHICOUTIMI CBJ
RIMOUSKI CJBR
NEW CARLISLE CHNC
FREDERICTON CFNB
ST. JOHN CHSJ
MONCTON CKCW
CHARLOTTETOWN CFCY
SYDNEY CJCB
HALIFAX CHNS
COVERAGE STATISTICS TRANSMISSION & DEVELOPMENT BRANCH ENGINEERING DEPARTMENT

COMMITTEES OF CONGRESS DEALING WITH RADIO LEGISLATION

SENATE INTERSTATE COMMERCE COMMITTEE*

Committee Clerk: Bailey Stortz

DEMOCRATS—Burton K. Wheeler, Montana, chairman; Ellison D. Smith, South Carolina; Robert F. Wagner, New York; Alben W. Barkley, Kentucky; Matthew M. Neely, West Virginia; Homer T. Bone, Washington; Vic Donahey, Ohio; Sherman Minton, Indiana; Harry S. Truman, Missouri; C. O. Andrews, Florida; Edwin C. Johnson, Colorado; Harry H. Schwartz, Wyoming; Lister Hill, Alabama; Ernest Lundeen, Minnesota; Tom Stewart, Tennessee.

REPUBLICANS—Wallace H. White Jr., Maine; Warren R. Austin, Vermont; Henrik Shipstead, Minnesota; Charles W. Tobey, New Hampshire; Clyde M. Reed, Kansas; Chan Gurney, South Dakota.

**In which all radio legislation originates.*

SENATE COMMERCE COMMITTEE*

Committee Clerk: A. Hand James

DEMOCRATS—Josiah W. Bailey, North Carolina, chairman; Morris Sheppard, Texas; Hattie W. Carraway, Arkansas; Bennett Champ Clark, Missouri; John H. Overton, Louisiana; Theodore G. Bilbo, Mississippi; Vic Donahey, Ohio; Joseph F. Guffey, Pennsylvania; Francis T. Maloney, Connecticut; George L. Radcliffe, Maryland; Claude Pepper, Florida; Josh Lee, Oklahoma; Lester Hill, Alabama; James M. Mead, New York.

REPUBLICANS — Charles L. McNary, Oregon; Hiram W. Johnson, California; Arthur H. Vandenberg, Michigan; Wallace H. White Jr., Maine; Ernest W. Gibson, Vermont; W. Warren Barber, New Jersey.

**Regulation of sale and advertising of food, drugs, cosmetics and other articles in interstate commerce.*

SENATE PATENTS COMMITTEE*

Committee Clerk: R. A. Seelig

DEMOCRATS — Homer T. Bone, Washington, chairman; Ellison D. Smith, South Carolina; Claude Pepper, Florida; D. Worth Clark, Idaho; Scott W. Lucas, Illinois.

REPUBLICANS—George W. Norris, Nebraska; Wallace H. White Jr., Maine.

**In which copyright legislation originates.*

HOUSE INTERSTATE AND FOREIGN COMMERCE COMMITTEE*

Committee Clerk: Elton J. Layton

DEMOCRATS — Clarence F. Lea, California, chairman; Robert Crosser, Ohio; Alfred L. Bulwinkle, North Carolina; Virgil Chapman, Kentucky; William P. Cole Jr., Maryland; Edward A. Kelly, Illinois; John A. Martin, Colorado; Herron Pearson, Tennessee; Lyle H. Boren, Oklahoma; Martin J. Kennedy, New York; Elmer J. Ryan, Minnesota; Charles L. South, Texas; James P. McGranery, Pennsylvania; Donald L. O'Toole, New York; Luther Patrick, Alabama.

REPUBLICANS—Carl E. Mapes, Michigan; Charles A. Wolverton, New Jersey; James Wolfenden, Pennsylvania; Pehr G. Holmes, Massachusetts; B. Carroll Reece, Tennessee; James W. Wadsworth, New York; Charles A. Halleck, Indiana; Oscar Youngdahl, Minnesota; Carl Hinshaw, California; Clarence J. Brown, Ohio.

**In which all radio legislation originates, and which also handles regulation of sale and advertising of products in interstate commerce.*

HOUSE PATENTS COMMITTEE*

Committee Clerk: Emil Lang

DEMOCRATS — William I. Sirovich, New York, chairman; Fritz G. Lanham, Texas; Matthew A. Dunn, Pennsylvania; Charles Kramer, California; Frank W. Boykin, Alabama; Lawrence J. Connery, Massachusetts; Charles A. Buckley, New York; John M. Coffee, Washington; Rudolph G. Tenrowicz, Michigan; Mike Monroney, Oklahoma; Francis J. Myers, Pennsylvania; Thomas D'Allesandero Jr., Maryland. (Two vacancies.)

REPUBLICANS — Fred A. Hartley Jr., New Jersey; Leslie C. Arends, Illinois; Ralph E. Church, Illinois; Charles A. Wolverton, New Jersey; Karl Stefan, Nebraska; Robert Luce, Massachusetts. (One vacancy.)

**In which copyright legislation originates.*

U. S. CAPITOL

Senate Office Bldg. } *Telephones*
House Office Bldg. } *National 3120*

Radio Stations Subscribing
TO MAJOR PRESS ASSOCIATION NEWS SERVICES

INS—International News Service
225 E. 45th St., New York City

TP—Transradio Press Service
342 Madison Ave., New York City

UP—United Press
220 E. 42nd St., New York City

(As reported to January 1, 1939, by services and stations; stations not listed generally are using local newspaper reports without sponsorship)

ALABAMA

City	Station	Service
Anniston	WHMA	UP
Birmingham	WAPI	UP
Birmingham	WBRC	INS
Decatur	WMFO	TP, UP
Dothan	WAGF	TP
Gadsden	WJBY	TP
Huntsville	WBHP	TP
Montgomery	WSFA	INS
Selma	WHBB	TP
Sheffield	WMSD	TP

ARIZONA

City	Station	Service
Globe	KWJB	TP
Jerome	KCRJ	TP
Lowell	KSUN	TP
Phoenix	KTAR	UP
Phoenix	KOY	TP
Safford	KGLU	TP
Tucson	KGAR	TP

ARKANSAS

City	Station	Service
El Dorado	FELD	TP
Fort Smith	KFPW	UP
Jonesboro	KBTM	TP
Little Rock	KARK	INS
Little Rock	KLRA	UP
Pine Bluff	KOTN	TP
Siloam Springs	KUOA	UP

CALIFORNIA

City	Station	Service
Bakersfield	KERN	INS
Bakersfield	KPMC	UP
Berkeley	KRE	INS
Beverly Hills	KMPC	UP
Chico	KHSL	INS
El Centro	KXO	TP
Eureka	KIEM	UP
Fresno	KMJ	UP
Fresno	KARM	INS
Long Beach	KFOX	UP
Long Beach	KGER	TP
Los Angeles	KECA	UP
Los Angeles	KEHE	INS
Los Angeles	KFAC	UP
Los Angeles	KFI	UP
Los Angeles	KFVD	UP
Los Angeles	KFWB	INS
Los Angeles	KGFJ	INS
Los Angeles	KHJ	INS
Los Angeles	KMPC	UP
Los Angeles	KNX	UP
Los Angeles	KRKD	UP
Merced	KYOS	UP
Modesto	KTRB	UP
Monterey	KDON	UP
Oakland	KLS	INS
Oakland	KROW	UP
Redding	KVCV	UP
Sacramento	KFBK	UP
Sacramento	KROY	INS
San Bernardino	KFXM	UP
San Diego	KFSD	UP
San Diego	KGB	INS
San Francisco	KFRC	INS
San Francisco	KGGC	INS
San Francisco	KGO	INS, UP
San Francisco	KJBS	UP
San Francisco	KYA	INS
San Francisco	KPO	INS, UP
San Francisco	KSAN	INS
San Francisco	KSFO	INS
San Jose	KQW	UP
San Luis Obispo	KVEC	INS
Santa Barbara	KDB	INS
Santa Rosa	KSRO	UP
Stockton	KWG	UP
Stockton	KGDM	INS
Visalia	KTKC	UP

COLORADO

City	Station	Service
Alamosa	KGIW	TP
Denver	KFEL	TP
Denver	KLZ	INS
Denver	KOA	INS
Denver	KVOD	UP
Durango	KIUP	TP
Grand Junction	KFXJ	TP
Greeley	KFKA	UP
La Junta	KOKO	TP
Lamar	KIDW	TP
Sterling	KGEK	TP

CONNECTICUT

City	Station	Service
Bridgeport	WICC	INS
Hartford	WDRC	UP
Hartford	WTIC	TP
New Haven	WELI	TP
New London	WNLC	INS
Waterbury	WATR	TP
Waterbury	WBRY	UP

DELAWARE

City	Station	Service
Wilmington	WDEL	TP
Wilmington	WILM	TP

DISTRICT OF COLUMBIA

City	Station	Service
Washington	WMAL	INS, UP
Washington	WJSV	UP
Washington	WOL	TP
Washington	WRC	INS, UP

FLORIDA

City	Station	Service
Daytona Beach	WMFJ	TP
Jacksonville	WMBR	UP
Lakeland	WLAK	TP
Miami	WIOD	INS, UP
Miami	WQAM	TP, UP
Miami Beach	WKAT	UP
Orlando	WDBO	UP
St. Augustine	WFOY	UP
St. Petersburg	WSUN	INS
Tampa	WDAE	TP
W. Palm Beach	WJNO	UP

GEORGIA

City	Station	Service
Atlanta	WAGA	UP
Atlanta	WATL	INS
Atlanta	WGST	TP
Augusta	WRDW	UP
Columbus	WRBL	INS
Griffin	WKEU	INS
Rome	WRGA	UP
Savannah	WTOC	UP
Thomasville	WPAX	UP
Waycross	WAYX	UP

IDAHO

City	Station	Service
Boise	KIDO	UP
Idaho Falls	KID	UP
Lewiston	KRLC	TP, UP
Nampa	KFXD	UP
Pocatello	KSEI	TP
Twin Falls	KTFI	TP

ILLINOIS

City	Station	Service
Bloomington	WJBC	TP
Champaign	WDWS	UP
Chicago	WAAF	UP
Chicago	WBBM	INS, UP
Chicago	WCBD	INS
Chicago	WCFL	TP
Chicago	WENR	INS, UP
Chicago	WGES	INS
Chicago	WGN	UP
Chicago	WJJD	INS
Chicago	WLS	TP, UP
Chicago	WMAQ	INS, UP
Chicago	WSBC	INS
Cicero	WHFC	UP
Danville	WDAN	UP
East Dubuque	WKBB	TP
East St. Louis	WTMV	INS
Galesburg	WGIL	INS
Joliet	WCLS	UP
Peoria	WMBD	UP
Quincy	WTAD	UP
Rockford	WROK	UP
Rock Island	WHBF	UP
Springfield	WCBS	INS
Springfield	WTAX	INS
Tuscola	WDZ	UP

INDIANA

City	Station	Service
Anderson	WHBU	INS
Elkhart	WTRC	UP
Evansville	WEOA	TP
Evansville	WGBF	TP
Fort Wayne	WGL	UP
Fort Wayne	WOWO	UP
Gary	WIND	INS
Hammond	WHIP	UP
Hammond	WWAE	UP
Indianapolis	WFBM	INS
Indianapolis	WIBC	UP
Indianapolis	WIRE	UP
Muncie	WLBC	UP
New Albany	WGRC	INS
Richmond	WKBV	INS
South Bend	WSBT	UP
South Bend	WFAM	UP
Terre Haute	WBOW	INS

IOWA

City	Station	Service
Ames	WOI	UP
Cedar Rapids	WMT	UP
Council Bluffs	KOIL	INS
Davenport	WOC	UP
Des Moines	KRNT	INS, UP
Des Moines	KSO	INS, UP
Des Moines	WHO	TP, UP
Marshalltown	KFJB	UP
Mason City	KGLO	UP
Shenandoah	KFNF	INS
Shenandoah	KMA	UP
Sioux City	KTRI	UP

KANSAS

City	Station	Service
Abilene	KFBI	UP
Garden City	KIUL	TP
Great Bend	KVGB	UP
Hutchinson	KWBG	UP
Kansas City	KCKN	UP
Lawrence	WREN	INS
Pittsburg	KOAM	INS
Topeka	WIBW	UP
Wichita	KANS	UP
Wichita	KFH	UP

KENTUCKY

City	Station	Service
Lexington	WLAP	INS, UP
Louisville	WAVE	INS
Louisville	WHAS	UP

LOUISIANA

City	Station	Service
Alexandria	KALB	TP
Baton Rouge	WJBO	UP
Lake Charles	KPLC	INS
Monroe	KMLB	UP
New Orleans	WDSU	INS, UP
New Orleans	WSMB	TP
New Orleans	WWL	UP
Shreveport	KRMD	TP
Shreveport	KTBS	UP
Shreveport	KWKH	UP

MAINE

City	Station	Service
Bangor	WLBZ	UP
Portland	WCSH	UP
Presque Isle	WAGM	TP

MARYLAND

City	Station	Service
Baltimore	WBAL	INS, UP
Baltimore	WCAO	INS
Baltimore	WCBM	INS
Baltimore	WFBR	TP
Cumberland	WTBO	TP
Frederick	WFMD	TP
Hagerstown	WJEJ	TP
Salisbury	WSAL	UP

MASSACHUSETTS

City	Station	Service
Boston	WAAB	INS
Boston	WBZ	UP
Boston	WCOP	TP
Boston	WEEI	UP
Boston	WHDH	TP
Boston	WNAC	INS
Boston	WORL	TP
Fall River	WSAR	INS
Greenfield	WHAI	INS
Lowell	WLLH	INS
New Bedford	WNBH	INS
Pittsfield	WBRK	TP
Springfield	WBZA	UP
Springfield	WMAS	TP
Springfield	WSPR	TP
Worcester	WORC	TP

MICHIGAN

City	Station	Service
Bay City	WBCM	UP
Detroit	WJBK	INS
Detroit	WJR	INS
Detroit	WMBC	TP
Detroit	WWJ	TP, UP
Detroit	WXYZ	UP
Flint	WFDF	TP
Ironwood	WJMS	TP
Kalamazoo	WKZO	TP
Lansing	WJIM	TP
Marquette	WBEO	TP
Muskegon	WKBZ	UP
Port Huron	WHLS	UP
Royal Oak	WEXL	INS

MINNESOTA

City	Station	Service
Albert Lea	KATE	UP
Duluth	WEBC	UP
Duluth	KDAL	TP
Fergus Falls	KGDE	TP
Mankato	KYSM	INS
Minneapolis	WCCO	UP
Minneapolis	WDGY	TP
Moorhead	KVOX	UP
Rochester	KROC	UP
St. Paul	KSTP	UP
St. Paul	WMIN	INS

MISSISSIPPI

City	Station	Service
Grenada	WGRM	TP
Gulfport	WGCM	INS, TP
Hattiesburg	WFOR	INS
Jackson	WJDX	UP
Jackson	WSLI	TP
Laurel	WAML	TP
Meridian	WCOC	UP

MISSOURI

City	Station	Service
Cape Girardeau	KFVS	TP
Columbia	KFRU	INS, UP
Joplin	WMBH	UP
Kansas City	KCMO	UP
Kansas City	KMBC	TP
Kansas City	KITE	UP
Kansas City	WHB	UP
Poplar Bluff	KWOC	UP
St. Joseph	KFEQ	TP
St. Louis	KMOX	UP, TP
St. Louis	KWK	UP
St. Louis	KXOK	INS, UP
St. Louis	WEW	INS
St. Louis	WIL	TP
St. Louis	WTMV	INS
Springfield	KGBX	UP
Springfield	KWTO	UP

MONTANA

City	Station	Service
Billings	KGHL	UP
Butte	KGIR	TP
Great Falls	KFBB	TP
Kalispell	KGEZ	UP
Missoula	KGVO	TP
Wolf Point	KGCX	TP

NEBRASKA

City	Station	Service
Grand Island	KMMJ	UP
Kearney	KGFW	UP
Lincoln	KFAB	INS
Lincoln	KFOR	INS
Norfolk	WJAG	UP
North Platte	KGNF	UP
Omaha	KOIL	INS
Omaha	WAAW	UP
Omaha	WOW	UP
Scottsbluff	KGKY	TP

NEVADA

City	Station	Service
Reno	KOH	UP

NEW HAMPSHIRE

City	Station	Service
Laconia	WLNH	INS
Manchester	WFEA	INS, UP

NEW JERSEY

City	Station	Service
Atlantic City	WPG	UP
Bridgeton	WSNJ	INS
Camden	WCAM	TP
Jersey City	WAAT	UP
Newark	WOR	TP
Trenton	WTNJ	UP

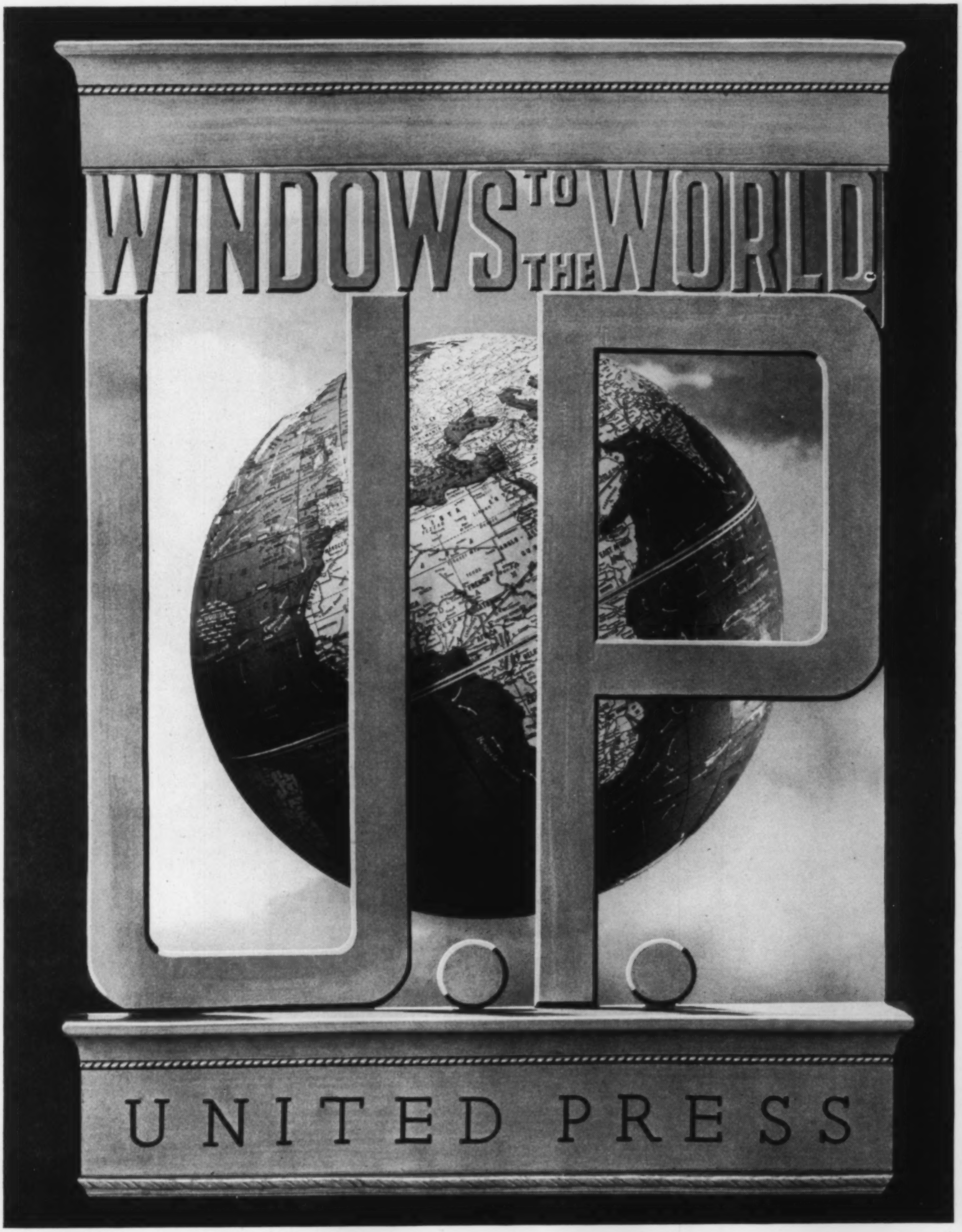
NEW MEXICO

City	Station	Service
Albuquerque	KOB	INS, TP, UP
Carlsbad	KLAH	TP
Clovis	KICA	TP
Hobbs	KWEW	TP
Roswell	KGFL	TP
Santa Fe	KRQA	TP

NEW YORK

City	Station	Service
Albany	WABY	UP
Albany	WOKO	UP
Buffalo	WBEN	UP
Buffalo	WBNY	TP
Buffalo	WEBR	UP
Buffalo	WGR	UP
Buffalo	WKBW	UP
Elmira	WESG	UP
Jamestown	WJTN	UP
New York	WABC	UP
New York	WBIL	INS
New York	WEAF	INS, UP
New York	WHN	UP
New York	WINS	INS
New York	WJZ	INS, UP
New York	WMCA	INS
New York	WNEW	INS
New York	WNYC	INS
New York	WOR	TP
New York	WOV	INS
Olean	WHDL	UP
Plattsburg	WMFF	UP
Rochester	WHAM	UP
Rochester	WHEC	INS
Schenectady	WGY	UP
Syracuse	WFBL	INS
Syracuse	WSYR	UP
Utica	WIBX	UP

(Continued on page 214)


WINDOWS TO THE WORLD
U.P.
UNITED PRESS

GETTING DOWN TO RADIO CASES

KGER Features Low-Cost Regional Coverage

KGER, Long Beach and Los Angeles, has been compiling interesting data on program mail and advertising campaign inquiries. Perhaps the most intriguing fact revealed by these analyses is the evidence of extremely low-cost regional coverage. Operating on 1,000 watts day and night, KGER can offer final proof if any is needed of radio's far-flung selling influence. KGER's studies show that in a recent campaign for a Midwestern advertiser, using only five-minute transcribed programs, a total of 4,191 actual orders came in by mail and telephone from 279 different cities and towns. Of these 279 communities, 35% were within thirty miles of Long Beach and 65% were thirty-one or more miles distant. About 3% of all orders received during this campaign were from Canada, Hawaii, Arizona, Oregon, Washington, Wyoming, Idaho, Montana and Utah.

"In our opinion these figures are a striking example of regional effectiveness," stated C. Merwin Dobyns, owner and general manager of KGER. "Many advertisers who have wide product distribution are discovering the value of the regional radio station, which appears to combine very widespread sales coverage with low cost."

Selecting another example, Dobyns presented an analysis on a series of KGER daytime programs which has received over 8,000 pieces of mail from 135 different cities, all within California. In this case, 60% of the 135 cities were thirty-one or more miles from KGER's transmitter. Dobyns pointed out that the cost of station time and talent, divided by 135 cities, resulted in the remarkably low cost of 13c per city per day, based on a schedule of six programs per week. "When an advertising campaign costs only 13c per city per day, I regard that as flirting with the irreducible minimum," to quote Dobyns again.

This Arrow Points the Way

3 MARKETS FOR THE PRICE OF ONE!

KGER

• LONG BEACH
• LOS ANGELES
• ORANGE COUNTY

Howard H. Wilson Co., Reps.
Chicago - New York - Kansas City

Radio Stations Subscribing TO MAJOR PRESS ASSOCIATION NEWS SERVICES

(*Continued from page 212*)

City	Station	Service
NORTH CAROLINA		
Asheville	WWNC	UP
Charlotte	WBT	UP
Charlotte	WSOC	TP
Durham	WDNC	UP
Gastonia	WGNC	TP
Greensboro	WBIG	TP
High Point	WMFR	UP
Kinston	WFTC	TP
Raleigh	WPTF	UP
Salisbury	WSTP	UP
Rocky Mount	WEED	TP
Wilmington	WMFD	TP
Wilson	WGTM	UP
Winston-Salem	WAIR	TP
Winston-Salem	WSJS	UP
NORTH DAKOTA		
Bismarck	KFYR	TP
Devils Lake	KDLR	TP, UP
Fargo	WDAY	TP, UP
Grand Forks	KFJM	TP
Jamestown	KRMC	UP
Mandan	KGCU	TP
Minot	KLPM	TP
Valley City	KOVC	UP
OHIO		
Akron	WADC	TP
Akron	WJW	UP
Ashtabula	WICA	UP
Cincinnati	WCKY	TP
Cincinnati	WCPO	UP
Cincinnati	WKRC	TP, UP
Cincinnati	WLW	INS, UP
Cincinnati	WSAI	INS, UP
Cleveland	WCLE	UP
Cleveland	WGAR	INS
Cleveland	WHK	UP
Cleveland	WTAM	UP
Columbus	WBNS	UP
Columbus	WHKC	UP
Columbus	WCOL	INS
Columbus	WOSU	UP
Dayton	WSMK	TP
Dayton	WHIO	UP
Lima	WBLY	INS
Portsmouth	WPAY	UP
Toledo	WSPD	INS
Toledo	WTOL	UP
Youngstown	WKBN	TP
Zanesville	WALR	INS
OKLAHOMA		
Ada	KADA	TP
Elk City	KASA	TP
Oklahoma City	KOCY	UP
Oklahoma City	KOMA	INS
Oklahoma City	KTOK	UP
Okmulgee	KHGB	TP
Tulsa	KOME	UP
Tulsa	KTUL	UP
Tulsa	KVOO	INS
OREGON		
Bend	KBND	UP
Corvallis	KOAC	UP
Eugene	KORE	UP
Klamath Falls	KFJI	UP
La Grande	KLBM	UP
Marshfield	KOOS	UP
Medford	KMED	TP
Portland	KALE	UP, INS
Portland	KEX	INS, TP
Portland	KGW	INS, TP
Portland	KOIN	INS, UP
Portland	KWJJ	INS
Portland	KXL	UP
Salem	KSLM	UP
PENNSYLVANIA		
Allentown	WCBA-WSAN	UP
Altoona	WFBG	INS
Easton	WEST	TP
Erie	WLEU	TP
Greensburg	WHJB	TP
Harrisburg	WHP	TP
Harrisburg	WKBO	UP
Hazleton	WAZL	TP
Johnstown	WJAC	INS
Lancaster	WGAL	TP
New Castle	WKST	INS
Philadelphia	KYW	UP
Philadelphia	WCAU	TP
Philadelphia	WDAS	INS
Philadelphia	WFIL	INS
Philadelphia	WIP	TP
Philadelphia	WPEN	INS
Philadelphia	WIBG	UP
Pittsburgh	KDKA	UP
Pittsburgh	WCAE	INS
Pittsburgh	WJAS	TP
Pittsburgh	KQV	TP
Pittsburgh	WWSW	INS
Reading	WEEU	TP
PENNSYLVANIA—(Cont.)		
Reading	WRAW	TP
Scranton	WGBI	TP
Sharon	WPIC	UP
Sunbury	WKOK	UP
Uniontown	WMBS	UP
Williamsport	WRAK	TP
Wilkes Barre	WBAX	UP
Wilkes Barre	WBRE	TP
York	WORK	TP
RHODE ISLAND		
Providence	WEAN	INS
Providence	WPRO	UP
SOUTH CAROLINA		
Anderson	WAIM	TP
Charleston	WTMA	TP
Charleston	WCSC	INS, UP
Columbia	WIS	UP
Florence	WOLS	TP
Greenville	WFBC	INS, UP
Spartanburg	WSPA	TP
SOUTH DAKOTA		
Aberdeen	KABR	TP
Rapid City	KOBH	TP
Sioux Falls	KELO	UP
Sioux Falls	KSOO	UP
Yankton	WNAX	UP
TENNESSEE		
Nashville	WOPI	TP
Bristol	WDOD	UP
Chattanooga	WAPO	INS
Chattanooga	WJHL	UP
Johnson City	WROL	TP
Knoxville	WNOX	UP
Knoxville	WHBQ	UP
Memphis	WMC	INS
Memphis	WREC	UP
Memphis	WLAC	UP
Nashville	WSM	INS
Nashville	WSIX	TP
TEXAS		
Abilene	KRBC	UP
Amarillo	KGNC	UP
Austin	KNOW	INS, UP
Beaumont	KRIC	TP, UP
Brownsville	KGFI	INS
Corpus Christi	KRIS	INS, UP
Corsicana	KAND	UP
Dallas	KRLD	INS
Dallas	WFAA	UP
Dallas	WRR	TP, UP
Denton	KDNT	UP
El Paso	KTSM	UP
Fort Worth	KFJZ	UP
Fort Worth	KGKO	INS
Galveston	KLUF	TP, UP
Houston	KXYZ	UP
Huntsville	KSAM	UP
Kilgore	KOCA	UP
Laredo	KPAB	TP
Longview	KFRO	UP
Lubbock	KFYO	UP
Lufkin	KRBA	TP
Midland	KRLH	TP
Palestine	KNET	TP
Pampa	KPDN	UP
Pecos	KIUN	TP
Port Arthur	KPAC	TP
San Antonio	KABC	UP
San Antonio	WOAI	UP
San Antonio	KTSA	INS
Sherman	KRRV	TP, UP
Temple	KTEM	UP
Texarkana	KCMC	UP
Tyler	KGKB	UP
Waco	WACO	INS, UP
Weslaco	KRGV	TP, UP
UTAH		
Cedar City	KSUB	TP
Logan	KVNU	UP
Price	KEUB	TP
Salt Lake City	KDYL	TP
Salt Lake City	KSL	INS, UP
Salt Lake City	KUTA	INS
VERMONT		
Burlington	WCAX	UP
Rutland	WSYB	TP
Springfield	WNBX	UP
St. Albans	WQDM	TP
Waterbury	WDEV	UP
VIRGINIA		
Charlottesville	WCHV	UP
Danville	WBTM	TP
Harrisonburg	WSVA	TP
Lynchburg	WLVA	TP
Newport News	WGH	TP
Norfolk	WTAR	UP
Richmond	WMBG	TP
Richmond	WRNL	UP
Richmond	WRVA	UP
WASHINGTON		
Aberdeen	KXRO	UP
Bellingham	KVOS	INS, TP
Centralia	KELA	TP
WASHINGTON—(Cont'd.)		
Everett	KRKO	TP
Olympia	KGY	UP
Seattle	KOL	UP
Seattle	KJR	UP
Seattle	KRSC	TP
Seattle	KIRO	TP
Spokane	KFPY	UP
Spokane	KGA	UP
Spokane	KHQ	UP
Tacoma	KMO	UP
Walla Walla	KUJ	UP
Wenatchee	KPQ	INS, TP
Yakima	KIT	UP
WEST VIRGINIA		
Beckley	WJLS	TP
Charleston	WCHS	UP
Clarksburg	WBLK	UP
Fairmont	WMMN	INS
Parkersburg	WPAR	UP
Wheeling	WWVA	INS
WISCONSIN		
Green Bay	WHBY	UP
Green Bay	WTAQ	UP
Eau Claire	WEAU	UP
Fond du Lac	KFIZ	UP
Janesville	WCLO	TP
La Crosse	WKBH	UP
Madison	WIBA	UP
Manitowac	WOMT	UP
Milwaukee	WEMP	UP
Milwaukee	WISN	INS
Milwaukee	WTMJ	UP
Racine	WRJN	UP
Rice Lake	WJMC	TP
Sheboygan	WHBL	UP
Wausau	WSAU	UP
WYOMING		
Casper	KDFN	TP
Rock Springs	KVRS	TP
Sheridan	KWYO	TP
ALASKA		
Anchorage	KFQD	TP
Juneau	KINY	TP
HAWAII		
Honolulu	KGMB	UP
Honolulu	KGU	TP
PUERTO RICO		
Mayaguez	WPRA	TP
San Juan	WNEL	TP
ALBERTA		
Calgary	CFCN	TP, UP
Edmonton	CFRN	UP
Grande Prairie	CFGP	TP
Lethbridge	CJOC	UP
BRITISH COLUMBIA		
Vancouver	CJOR	TP, UP
MANITOBA		
Brandon	CKX	UP
Flin Flon	CFAR	TP
Winnepeg	CJRC	TP
Winnepeg	CKY	UP
NOVA SCOTIA		
Halifax	CHNS	TP, UP
Sydney	CJCB	TP
Yarmouth	CJLS	TP
ONTARIO		
Chatham	CFCO	TP
Fort William-Port Arthur	CKPR	TP
Hamilton	CHML	TP
North Bay	CFCH	TP
Ohawa	CKCO	TP
Sault Ste. Marie	CJIC	TP
Stratford	CJCS	TP
Timmins	CKGB	TP
Toronto	CKCL	TP
Windsor	CKLW	UP
PRINCE EDWARD ISLAND		
Charlottetown	CFCY	TP
QUEBEC		
Montreal	CKAC	UP
Montreal	CFCF	TP
New Carlisle	CHRC	UP
Quebec	CHRC	UP
SASKATCHEWAN		
Moose Jaw	CHAB	UP
Regina	CJRM	TP
Regina	CKCK	UP
Yorkton	CJGX	TP

An advertisement written by our clients

Excerpts from the correspondence files of International News Service

Joseph T. Connolly, WFIL, Philadelphia—"Keeping 'First on the Air with the News' is an easy job when we get the kind of service that INS delivers here in Philadelphia. For the past three and a half years, WFIL has lived up to that slogan, mainly through the alertness and cooperation of INS."

—ins—

F. W. Meyer, KLZ, Denver—"At the present time our news service is completely sold."

—ins—

Will Thompson Jr., Manager, KROY, Sacramento, Calif.—"We sincerely appreciate the interest displayed by your office in assisting us both in making our news more valuable to us financially and from a program standpoint."

—ins—

Neal A. Smith, Commercial Manager, WCOL, Columbus, Ohio—"For your information, INS news was sold to the Dunn-Taft Company, a local department store in May, 1937. This contract was renewed on the basis of four 15-minute periods per day with news flashes that come to us over your wire. INS ties up with their business as it is a very reliable service."

—ins—

Leonard Kapner, General Manager, WCAE, Pittsburgh—"At the present time a majority of our present news periods are sponsored, and the sponsors appear to be well pleased with INS service."

—ins—

A. S. Foster, General Manager, WEW, St. Louis, Mo.—"I know you will be pleased to know that we just signed up Pevely Dairy Company on exclusive use of International News Service dispatches for a three-year period."

—ins—

J. Thomas Lyons, Executive Vice President, WCAO, Baltimore—"Our present newscast sponsor has been with us ever since we started with you."

—ins—

Albert Cormier, General Manager, WINS, New York—"We find that our newsmen can rely upon International News Service copy *as is*. They find it accurate, and easy to present. The listening audience finds it interesting, timely, accurate, and they like it."

—ins—

Lewis Allen Weiss, General Manager, DON LEE BROADCASTING SYSTEM—"Perhaps the most dramatic story of our success with INS news that we can give you is reflected in the latest Crossley Survey which shows that our nine o'clock evening news broadcast for Alka Seltzer holds the crest of popularity during the seven nights of the week. Since we use INS service exclusive, a generous portion of our success with our evening news broadcast must be credited to your organization."

Frank Devaney, Production Manager, WMIN, Minneapolis—"We present 'news of the hour on the hour,' and consequently we have a grave responsibility in bringing our listeners authentic up-to-the-minute news at all times. That we have achieved a certain amount of success in this regard is evinced by the fact that we scoop the Twin Cities with flashes on outstanding news happenings time after time."

—ins—

William C. Bryan, Program Director, KTSA, San Antonio—"International News Service offers us so much that we find opportunities to present many programs a week taken from the news files for different sponsors."

—ins—

Wilbur Eickelberg, Manager, KFRC (DON LEE BROADCASTING SYSTEM), San Francisco—"As you probably know, we have been very successful in selling your news here in San Francisco."

—ins—

Maurice Coleman, Manager, WATL, Atlanta—"We consistently scoop all other stations with INS flashes. In addition to your regular wire service we have for the past sixty days been studying your mail reports checking them against other so-called news reviews. We find that the INS service is far superior and within the next week we are scheduling a complete sports service and news review to be made up from the above service."

—ins—

S. Clark Fulks, News Editor and Production Manager, WACO—"INS service has meant a lot to our station, and we are never in want of up-to-the-minute news material. And better still, everything is just as adaptable to radio broadcast as it is to the newspaper."

—ins—

R. E. Dunville, Sales Manager, WLW, Cincinnati—"We want to thank you for your fine cooperation."

—ins—

Robert L. Stoddard, Manager, KERN, Bakersfield, Calif.—"We have already sold four quarter-hour news broadcasts daily. This is about all we can handle at the present time. Naturally, we would not have these sold unless our clients were well satisfied in their own minds that INS was a good service."

—ins—

Edward Hoffman, General Manager, WMIN, Minneapolis—"You might be interested in knowing that Koppers Coke is sponsoring all our hourly news broadcasts."

—ins—

Wm. E. Macdonald, Commercial Manager, KFNF, Shenandoah, Ia.—"We wish to take this opportunity to thank you for the splendid service rendered by INS in the coverage of the election returns. I feel that KFNF rendered service comparable to any station in the middlewest, and in some instances, our tests revealed that we were far ahead in both accuracy and speed. We feel that the credit should go to you."

—ins—

Harold L. Dewing, President, WCBS, Springfield, Ill.—"At the present time, practically all our news is sold to Griesedieck Brothers Brewery of St. Louis."

—ins—

Frank R. Smith, Jr., General Manager, WWSW, Pittsburgh—"You will, no doubt, be pleased to hear of our success in renewing the contract with the Victor Brewing Company for broadcasting International News Service dispatches through the facilities of WWSW. As you know, Victor Brewing Company sponsored our INS programs for the past year. All reports indicate the sponsor is very well pleased with results obtained."

—ins—

Bill McCain, News Editor, WBRC, Birmingham—"We have been very successful in keeping our INS news periods sponsored and we find that news sponsors are generally the ones that stay with us longest. WBRC feels it doesn't have to take a back seat to any station in the South in news coverage and presentation."

—ins—

Leon Goldstein, News Editor, WMCA, New York—"I want to take this opportunity of expressing my appreciation of the International News Service staff in helping to maintain our present high standard of news broadcasts. The service we have received has made it possible for us to extend the field of newscasting from the usual bulletins to news shows which have a high degree of showmanship in addition to news content. We now have a total of eleven news broadcasts a day attesting to the popularity of our news shows."

—ins—

Harold H. Meyer, WSUN, St. Petersburg, Fla.—"I thought you would be interested in knowing that WSUN, the only radio station using a direct leased wire (INS) on Florida's West Coast, has been 'scooping' the news for the past two years. In this area we are not only minutes ahead, but sometimes actually days! It is just too good to be true."

—ins—

James F. Hopkins, Manager, WJBK, Detroit—"We have been using the full INS service now for approximately four months and I am sure you will be glad to know that during this time we have been able to sell more news broadcasts than during any previous eighteen month period."

INTERNATIONAL NEWS SERVICE

235 East 45th Street New York, New York

"The service of news scoops that pay dividends"

XUM

Directory of
STATIONS SUBSCRIBING TO TRANSCRIPTION PROGRAM LIBRARIES

AMP—Associated Music Publishers
25 W. 45th St., New York City.

LW—Lang-Worth Feature Programs Inc.
420 Madison Ave., New York City.

MG—C. P. MacGregor Inc.
729 So. Western Ave.,
Los Angeles, Cal.

SR—Standard Radio Inc.
6404 Hollywood Blvd.,
Hollywood, Cal.

***NAB—NAB Bureau of Copyrights**
**NAB Public Domain Library sold in December 1938 to E. V. Brinckerhoff & Co. Inc., 29 W. 57th St., New York City.*

NBC—NBC Thesaurus
RCA Bldg., New York City

WBS—World Broadcasting System
711 Fifth Ave., New York City

(As reported to January 1, 1939, by Services; see pages 172-184 for complete list of transcription producers)

ALABAMA

City	Station	Service
Anniston	WHMA	WBS, MG
Birmingham	WAPI	AMP
"	WSGN	NBC
Gadsden	WJBY	NBC
Mobile	WALA	MG, NBC
Montgomery	WSFA	MG, NAB, NBC
"	WCOV	SR
Muscle Shoals City	WMSD	MG
Tuscaloosa	WJRD	MG

ARIZONA

City	Station	Service
Globe	KWJB	MG
Jerome	KCRJ	MG
Phoenix	KTAR	SR, NBC, MG
"	KOY	WBS, LW
Safford	KGLU	SR, MG
Tucson	KGAR	LW
"	KVOA	SR, MG
Yuma	KUMA	MG

ARKANSAS

City	Station	Service
El Dorado	KELD	WBS
Fort Smith	KFPW	WBS, NBC
Hot Springs	KTHS	SR
Jonesboro	KBTN	SR
Little Rock	KLRA	NBC
"	KARK	WBS
"	KGHI	SR
Pine Bluff	KOTN	MG
Siloam Springs	KUOA	WBS, LW, NAB

CALIFORNIA

City	Station	Service
Bakersfield	KERN	SR
"	KPMC	MG, WBS
Berkeley	KRE	SR
Eureka	KIEM	WBS
Fresno	KARM	AMP, SR
"	KMJ	NBC
Long Beach	KFOX	SR, MG
"	KGER	WBS, SR, NAB
Los Angeles	KFVD	NAB
"	KHJ	WBS
"	KMPC	MG
"	KFWB	AMP
"	KECA	NAB
"	KFI	SR
"	KGFJ	AMP, SR, MG
"	KNX	AMP
"	KEHE	AMP, LW
"	KMTR	LW
Merced	KYOS	SR, MG, NBC
Monterey	KDON	MG
Oakland	KLX	WBS
"	KROW	MG
Sacramento	KFBK	NBC
"	KROY	SR
San Bernardino	KFXM	SR
San Diego	KFSD	NBC
"	KGB	WBS
San Francisco	KYA	AMP, SR, LW
"	KJBS	SR, LW, NAB
"	KSFO	SR, NAB
"	KPO	NBC
"	KGO	NBC
"	KFRC	WBS
San Jose	KQW	SR, NBC
San Luis Obispo	KVEC	MG, SR
Santa Ana	KVOE	MG
Santa Barbara	KDB	WBS
"	KTMS	SR
Santa Rosa	KSRO	WBS
Stockton	KGDM	MG
"	KWG	SR
Visalia	KTKC	SR, MG, NAB
Watsonville	KHUB	SR

COLORADO

City	Station	Service
Colorado Springs	KVOR	SR, NBC, LW, MG
Denver	KFEL	WBS, SR, LW, NAB
"	KLZ	AMP, SR
"	KOA	NBC
"	KVOD	LW, AMP
Grand Junction	KFXJ	SR, MG, WBS
Greeley	KFKA	MG
La Junta	KOKO	SR, NBC
Pueblo	KGHF	MG, WBS
Sterling	KGEK	MG

CONNECTICUT

City	Station	Service
Bridgeport	WICC	AMP
Hartford	WDRC	NBC
"	WTIC	WBS
"	WTHT	AMP, SR, NAB
New Britain	WNBC	SR
New Haven	WELI	WBS
Waterbury	WATR	SR
"	WBRY	NBC

DELAWARE

City	Station	Service
Wilmington	WDEL	LW
"	WILM	LW

DIST. OF COLUMBIA

City	Station	Service
Washington	WJSV	NAB, WBS
"	WMAL	NBC, NAB
"	WOL	LW, AMP, NAB
"	WRC	NBC, NAB

FLORIDA

City	Station	Service
Daytona Beach	WMFJ	AMP, LW
Gainesville	WRUF	WBS, NAB
Jacksonville	WJAX	NBC
"	WMBR	NAB, MG
Lakeland	WLAK	WBS
Miami	WIOD	AMP, NBC
"	WQAM	WBS, NAB
Miami Beach	WKAT	AMP
Orlando	WDBO	NBC
Pensacola	WCOA	MG
St. Augustine	WFOY	WBS
St. Petersburg	WSUN	WBS
Tallahassee	WTAL	WBS, NAB
Tampa	WDAE	SR
"	WFLA	NBC
West Palm Beach	WJNO	WBS

GEORGIA

City	Station	Service
Albany	WGPC	MG
Athens	WGAU	SR
Atlanta	WAGA	WBS
"	WGST	SR
"	WATL	AMP
"	WSB	NBC, NAB
Augusta	WRDW	WBS
Columbus	WRBL	WBS
Griffin	WKEU	MG, SR
Macon	WMAZ	WBS
Savannah	WTOC	LW, MG
Waycross	WAYX	WBS

IDAHO

City	Station	Service
Boise	KIDO	WBS
Idaho Falls	KID	SR, WBS
Lewiston	KRLC	WBS, LW
Nampa	KFXD	LW, NBC, MG, NAB
Pocatello	KSEI	LW, MG
Twin Falls	KTFI	LW, MG

ILLINOIS

City	Station	Service
Aurora	WMRO	NBC
Bloomington	WJBC	LW
Champaign	WDWS	NBC
Chicago	WAAF	SR, LW, NAB
"	WBBM	AMP
"	WCBD	NAB
"	WENR	NBC
	WGES	NAB
"	WGN	WBS
"	WJJD	SR
"	WMAQ	NBC
"	WSBC	NAB
Danville	WDAN	WBS
Decatur	WJBL	MG, WBS
East St. Louis	WTMV	AMP, NBC
Galesburg	WGIL	SR
Joliet	WCLS	SR
Peoria	WMBD	NAB
Quincy	WTAD	WBS, LW
Rockford	WROK	NBC
Rock Island	WHBF	NBC, MG
Springfield	WCBS	NBC, MG
"	WTAX	WBS
Tuscola	WDZ	SR
Urbana	WILL	LW

INDIANA

City	Station	Service
Anderson	WHBU	AMP, MG, SR
Elkhart	WTRC	WBS, SR, NBC
Evansville	WEOA	WBS
"	WGBF	WBS
Fort Wayne	WGL	NBC
"	WOWO	NBC
Gary	WIND	AMP, SR
Hammond	WHIP	AMP
"	WWAE	AMP
Indianapolis	WIRE	WBS, SR
"	WFBM	AMP
"	WIBC	NBC
Muncie	WLBC	MG, WBS
New Albany	WGRC	AMP
Richmond	WKBV	LW
South Bend	WFAM	AMP
"	WSBT	AMP
Terre Haute	WBOW	NBC

IOWA

City	Station	Service
Cedar Rapids	WMT	WBS, NAB, MG
Davenport	WOC	WBS, AMP
Des Moines	KRNT	SR
"	KSO	SR, NAB
"	WHO	NBC, NAB
Dubuque	WKBB	MG, WBS
Marshalltown	KFJB	MG
Mason City	KGLO	NBC, NAB
Shenandoah	KFNF	MG
"	KMA	WBS
Sioux City	KSCJ	MG
"	KTRI	SR

KANSAS

City	Station	Service
Abilene	KFBI	WBS, SR
Coffeyville	KGGF	NBC
Dodge City	KGNO	SR
Emporia	KTSW	SR
Garden City	KIUL	NAB
Great Bend	KVGB	WBS, MG
Hutchinson	KWBG	WBS
Kansas City	KCKN	SR, LW, NAB, MG
Lawrence	WREN	NBC
Pittsburg	KOAM	SR
Salina	KSAL	SR, NBC, MG
Topeka	WIBW	SR, NAB
Wichita	KANS	NBC, NAB, SR
"	KFH	AMP, MG

KENTUCKY

City	Station	Service
Ashland	WCMI	NBC
Lexington	WLAP	WBS
Louisville	WAVE	NBC, SR
"	WHAS	AMP
Owensboro	WOMI	NBC
Paducah	WPAD	MG

LOUISIANA

City	Station	Service
Alexandria	KALB	SR, NBC
Lake Charles	KPLC	SR
Monroe	KMLB	NBC
New Orleans	WBNO	LW, SR
"	WDSU	MG
"	WSMB	NBC
"	WWL	SR
Shreveport	KRMD	SR
"	KTBS	NBC
"	KWKH	NAB

MAINE

City	Station	Service
Bangor	WLBZ	LW, WBS
Lewiston	WCOU	SR
Portland	WCSH	NBC
"	WGAN	AMP

MARYLAND

City	Station	Service
Baltimore	WBAL	WBS, LW
"	WFBR	AMP, WBS
"	WCAO	LW
"	WCMB	LW, NBC, NAB
Cumberland	WTBO	WBS
Frederick	WFMD	WBS
Hagerstown	WJEJ	NAB
Salisbury	WSAL	SR, NAB

MASSACHUSETTS

City	Station	Service
Boston	WAAB	AMP, NAB
"	WCOP	WBS
"	WEEI	WBS
"	WNAC	AMP
"	WMEX	NAB
"	WORL	SR
"	WBZ	AMP, NBC
"	WHDH	SR, LW, MG
Fall River	WSAR	SR
Greenfield	WHAI	NBC
Lawrence	WLAW	SR, NBC
Lowell	WLLH	LW AMP
New Bedford	WNBH	SR
Pittsfield	WBRK	NBC
Springfield	WBZA	AMP, NBC
"	WMAS	AMP, LW
"	WSPR	MG, SR
Worcester	WORC	NBC
"	WTAG	WBS

MICHIGAN

City	Station	Service
Bay City	WBCM	SR
Calumet	WHDF	WBS, LW
Detroit	CKLW	WBS
"	WJR	WBS, NAB
"	WMBC	AMP, SR, LW
"	WJBK	AMP, NAB
"	WWJ	AMP, NBC, NAB
"	WXYZ	AMP, SR
Flint	WFDF	NBC
Grand Rapids	WOOD-WASH	AMP, NBC
Ironwood	WJMS	AMP
Jackson	WIBM	NBC
Kalamazoo	WKZO	SR
Lansing	WJIM	NBC
Muskegon	WKBZ	NBC
Port Huron	WHLS	SR
Royal Oak	WEXL	NAB

MINNESOTA

City	Station	Service
Albert Lea	KATE	MG, SR, WBS
Duluth	KDAL	LW, SR
"	WEBC	NBC
Fergus Falls	KGDE	MG
Mankato	KYSM	AMP, NBC, SR
Minneapolis-St. Paul	WDGY	SR, LW, NAB
"	WMIN	SR, MG, LW
"	KSTP	WBS, NBC, NAB, SR
"	WTCN	AMP
Moorhead	KVOX	WBS
Rochester	KROC	AMP, WBS, NBC
St. Cloud	KFAM	SR
Winona	KWNO	SR, NBC

MISSISSIPPI

City	Station	Service
Gulfport	WGCM	MG
Hattiesburg	WFOR	WBS
Jackson	WJDX	NBC
"	WSLI	SR
Laurel	WAML	WBS
Vicksburg	WQBC	WBS

MISSOURI

City	Station	Service
Cape Girardeau	KFVS	SR
Columbia	KFRU	NBC
Jefferson City	KWOS	WBS, SR
Joplin	WMBH	NBC, NAB
Kansas City	KCMO	NBC
"	WDAF	SR
"	KMBC	WBS, NAB
"	WHB	AMP, NAB
"	KITE	MG
Poplar Bluff	KWOC	NBC
St. Joseph	KFEQ	NBC, SR
St. Louis	KMOX	AMP, SR
"	KSD	SR, LW, NBC
"	KWK	WBS
"	KXOK	AMP, SR
"	WEW	LW, NAB
"	WIL	SR, NAB, MG
Springfield	KGBX	WBS
"	KWTO	WBS, NBC, NAB

MONTANA

City	Station	Service
Billings	KGHL	SR, NBC
Butte	KGIR	SR, LW, NAB
Great Falls	KFBB	SR, NAB
Helena	KPFA	LW, NAB
Kalispell	KGEZ	MG
Missoula	KGVO	LW, NAB
Wolf Point	KGCX	SR, LW

NEBRASKA

City	Station	Service
Clay Center	KMMJ	SR, NAB
Kearney	KGFW	SR
Lincoln	KFAB	WBS
"	KFOR	WBS
North Platte	KGNF	MG
Omaha	WAAW	SR
"	WOW	NBC, NAB
"	KOIL	WBS
Scottsbluff	KGKY	NBC

NEVADA

City	Station	Service
Reno	KOH	NBC, NAB

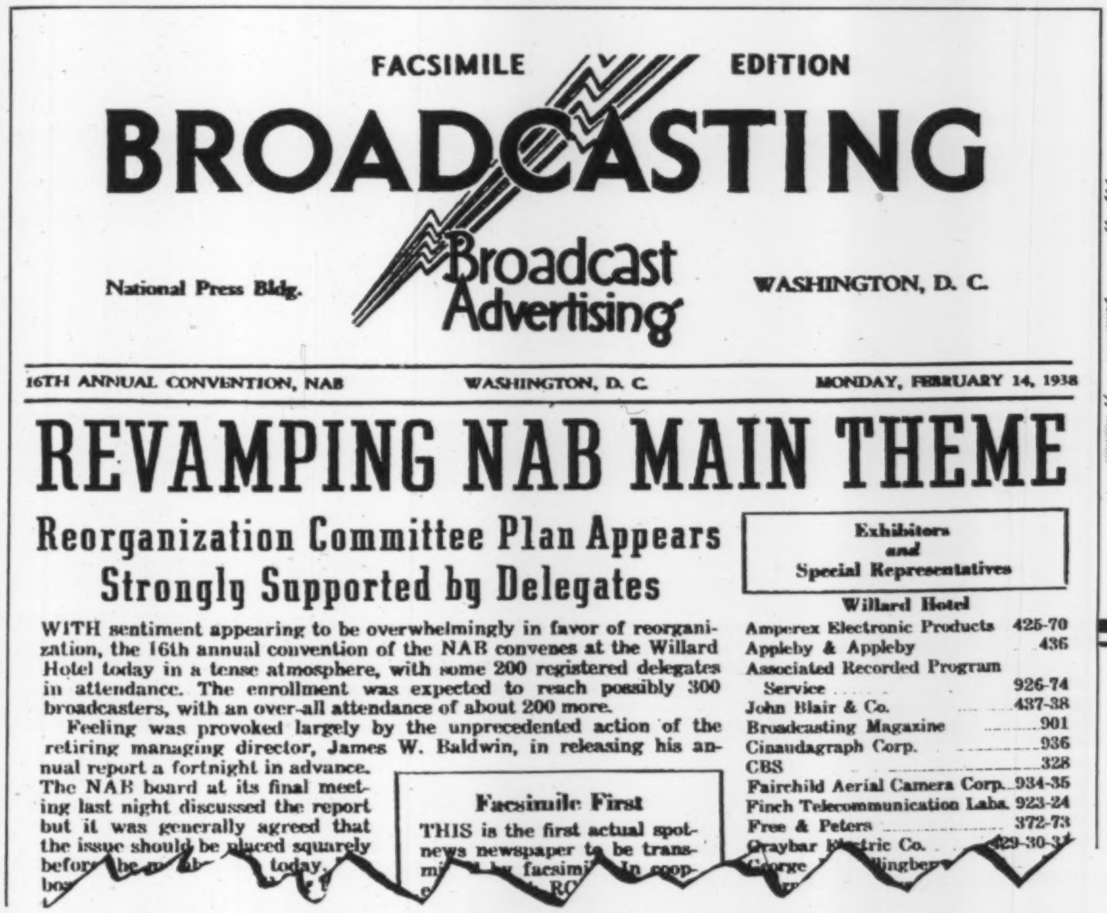
NEW HAMPSHIRE

City	Station	Service
Manchester	WFEA	NBC, MG
Portsmouth	WHEB	MG, NBC

NEW JERSEY

City	Station	Service
Atlantic City	WPG	NBC
Bridgeton	WSNJ	NBC, MG
Camden	WCAM	SR
Jersey City	WAAT	SR, NBC, LW
Trenton	WTNJ	AMP, NAB

(Continued on page 218)



FACSIMILE EDITION

BROADCASTING

Broadcast Advertising

National Press Bldg. WASHINGTON, D. C.

16TH ANNUAL CONVENTION, NAB WASHINGTON, D. C. MONDAY, FEBRUARY 14, 1938

REVAMPING NAB MAIN THEME

Reorganization Committee Plan Appears Strongly Supported by Delegates

WITH sentiment appearing to be overwhelmingly in favor of reorganization, the 16th annual convention of the NAB convenes at the Willard Hotel today in a tense atmosphere, with some 200 registered delegates in attendance. The enrollment was expected to reach possibly 300 broadcasters, with an over-all attendance of about 200 more.

Feeling was provoked largely by the unprecedented action of the retiring managing director, James W. Baldwin, in releasing his annual report a fortnight in advance. The NAB board at its final meeting last night discussed the report but it was generally agreed that the issue should be placed squarely

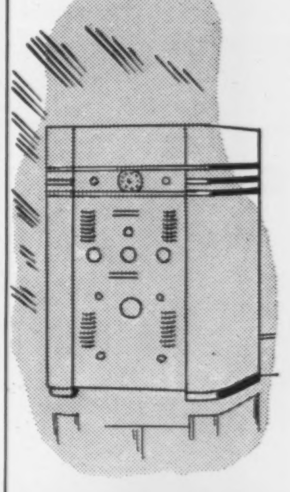
Facsimile First

THIS is the first actual spot-news newspaper

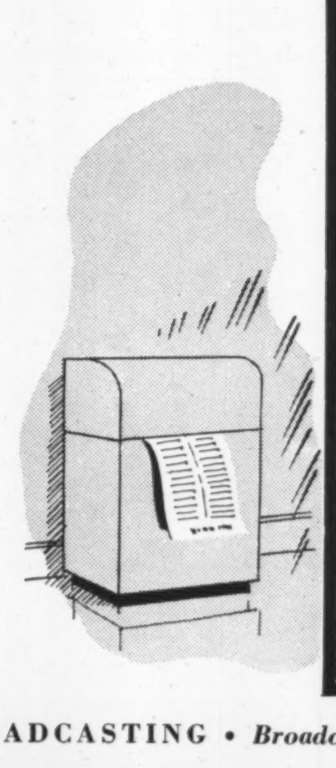
Exhibitors
and
Special Representatives

Willard Hotel

Amperex Electronic Products	425-70
Appleby & Appleby	436
Associated Recorded Program Service	926-74
John Blair & Co.	437-38
Broadcasting Magazine	901
Cinaudagraph Corp.	936
CBS	328
Fairchild Aerial Camera Corp.	934-35
Finch Telecommunication Labs.	923-24
Free & Peters	372-73



Facsimile First



THIS was the first actual spot-news newspaper to be transmitted by facsimile. In cooperation with RCA, BROADCASTING prepared and "moved" this paper February 14, 1938, over the facsimile apparatus set up for demonstration purposes during the NAB Convention at the Willard Hotel in Washington. ¶ Transmission was via experimental station W3XAM at the Washington Hotel, transmitting on 40.1 mc. to the Willard. Immediately following transmission of this page under the direction of Charles J. Young, RCA facsimile inventor, it was rushed to the printer for reproduction by planograph process. ¶ Years before the practical every-day application of new techniques in the radio advertising industry, BROADCASTING's pages carefully record each step of the way. Facsimile and television are no exceptions. ¶ In the business of broadcasting, you will read about it in BROADCASTING . . . First.

Directory of
STATIONS SUBSCRIBING TO TRANSCRIPTION PROGRAM LIBRARIES

(Continued from page 216)

NEW MEXICO

City	Station	Service
Albuquerque	KGGM	WBS, SR
"	KOB	NBC, MG
Carlsbad	KLAH	NBC
Clovis	KICA	WBS
Hobbs	KWEW	SR
Roswell	KGFL	MG

NEW YORK

City	Station	Service
Albany	WABY	LW, AMP
"	WOKO	LW, WBS, AMP, NAB
Auburn	WMBO	SR
Brooklyn	WBBC	LW
Buffalo	WBEN	SR, NBC
"	WBNY	LW, NAB
"	WEBR	SR, LW, NAB
"	WGR	AMP, WBS
"	WKBW	AMP, WBS
Elmira	WESG	WBS
Freeport	WGBB	NBC
Jamestown	WJTN	AMP, MG, NAB
Newburgh	WGNY	SR
New York City	WABC	AMP
"	WBIL	LW
"	WEAF	NBC
"	WJZ	NBC
"	WINS	AMP, LW
"	WOR	WBS
"	WMCA	SR
"	WHN	AMP
"	WNYC	LW
"	WNEW	AMP, LW
"	WOV	LW
"	WQXR	WBS
"	WWRL	LW, NAB
Olean	WHDL	AMP, WBS, NBC
Rochester	WHAM	WBS
"	WHEC	AMP
Saranac Lake	WNBZ	NBC
Schenectady	WGY	NBC
Syracuse	WFBL	WBS
"	WSYR	AMP, MG
Utica	WIBX	AMP, SR
White Plains	WFAS	LW

NORTH CAROLINA

City	Station	Service
Asheville	WWNC	NBC
Charlotte	WSOC	NBC
Durham	WDNC	SR
Gastonia	WGNC	LW
Greensboro	WBIG	WBS, LW, NAB
High Point	WMFR	LW, MG, NAB
Kinston	WFTC	SR, LW
Raleigh	WPTF	NBC, LW, NAB
Rocky Mount	WEED	WBS, NBC, NAB
Salisbury	WSTP	NBC
Wilmington	WMFD	NBC
Wilson	WGTM	NAB, AMP, MG
Winston-Salem	WAIR	WBS NBC, MG, NAB
"	WSJS	AMP, LW

NORTH DAKOTA

City	Station	Service
Bismarck	KFYR	AMP
Devils Lake	KDLR	MG
Fargo	WDAY	NBC
Grand Forks	KFJM	LW
Jamestown	KRMC	WBS
Mandan	KGCU	MG
Minot	KLPM	WBS

OHIO

City	Station	Service
Akron	WADC	AMP
"	WJW	WBS
Ashtabula	WICA	AMP, SR, MG
Canton	WHBC	WBS, NBC
Cincinnati	WCKY	WBS, NBC, NAB
"	WCPO	AMP, SR
"	WKRC	SR
"	WLW	AMP
"	WSAI	AMP
Cleveland	WGAR	SR, NAB
"	WTAM	NBC
"	WHK	WBS, NAB
Columbus	WCOL	SR
"	WHKC	WBS, NAB
"	WOSU	SR
"	WBNS	AMP, MG
Dayton	WSMK	WBS
Lima	WBLY	NBC
Portsmouth	WPAY	NBC
Toledo	WSPD	NBC, NAB
"	WTOL	SR, AMP
Youngstown	WKBN	WBS, LW, NAB
"	WFMJ	SR
Zanesville	WALR	SR

OKLAHOMA

City	Station	Service
Ada	KADA	WBS
Ardmore	KVSO	NBC
Enid	KCRC	WBS
Muskogee	KBIX	WBS

OKLAHOMA *(Continued)*

City	Station	Service
Oklahoma City	KOMA	WBS
"	KOCY	AMP, LW NAB, MG
"	KTOK	SR, NAB
"	WKY	SR, NBC
Okmulgee	KHBG	SR
Ponca City	WBBZ	SR, LW
Tulsa	KOME	SR
"	KTUL	NBC, NAB, MG
"	KVOO	WBS, NAB

OREGON

City	Station	Service
Astoria	KAST	SR, NAB
Bend	KBND	NBC
Eugene	KORE	MG
Klamath Falls	KFJI	WBS, MG
LaGrande	KLBM	NBC, MG
Medford	KMED	SR
Portland	KALE	AMP LW, NAB
"	KEX	NBC
"	KGW	NBC
"	KXL	SR, LW, NAB, MG
"	KOIN	AMP, LW, WBS

PENNSYLVANIA

City	Station	Service
Allentown	WSAN-WCBA	WBS
Altoona	WFBG	WBS
Easton	WEST	NBC, LW
Erie	WLEU	WBS
Glenside	WIBG	NBC
Harrisburg	WHP	NBC
"	WKBO	WBS
Hazleton	WAZL	NBC, LW
Johnstown	WJAC	NBC, NAB, SR
Lancaster	WGAL	LW
New Castle	WKST	NBC
Philadelphia	WCAU	WBS
"	WDAS	LW, NAB
"	WIP	WBS
"	WHAT	NAB
"	WTEL	LW
"	WFIL	AMP
"	KYW	NBC
Pittsburgh	KQV	SR
"	WWSW	SR, MG
"	WCAE	WBS
"	WJAS	NAB
"	KDKA	NBC
Reading	WEEU	NBC, NAB, LW
Scranton	WGBI	NBC
Sharon	WPIC	AMP
Sunbury	WKOK	AMP, NAB
Uniontown	WMBS	SR, NBC
Wilkes-Barre	WBAX	NBC, NAB
"	WBRE	SR
Williamsport	WRAK	AMP
York	WORK	LW

RHODE ISLAND

City	Station	Service
Providence	WEAN	AMP
"	WJAR	WBS
"	WPRO	NBC

SOUTH CAROLINA

City	Station	Service
Anderson	WAIM	LW
Charleston	WCSC	NBC
"	WTMA	SR
Columbia	WIS	SR
Florence	WOLS	AMP, WBS
Greenville	WFBC	NBC, MG
Spartanburg	WSPA	LW

SOUTH DAKOTA

City	Station	Service
Aberdeen	KABR	MG, NBC
Rapid City	KOBH	NBC
Sioux Falls	KELO	NBC
"	KSOO	NBC
Watertown	KWTN	SR
Yankton	WNAX	AMP

TENNESSEE

City	Station	Service
Bristol	WOPI	WBS, NBC, SR
Chattanooga	WAPO	SR
"	WDOD	MG, WBS
Jackson	WTJS	NBC
Johnson City	WJHL	SR
Knoxville	WNOX	AMP, SR
Memphis	WMC	NBC, NAB
"	WMPS	AMP, SR, LW
"	WREC	WBS
Nashville	WLAC	WBS
"	WSIX	MG, NBC, SR
"	WSM	NAB

TEXAS

City	Station	Service
Abilene	KRBC	MG
Amarillo	KGNC	WBS, NAB
"	KFDA	SR
Austin	KNOW	LW
Beaumont	KFDM	WBS, NBC, MG
"	KRIC	SR
Big Spring	KBST	SR, NBC, MG
Brady	KNEL	MG
Corsicana	KAND	SR

TEXAS *(Continued*

City	Station	Service
Dallas	KRLD	MG
"	WFAA	NBC, NAB
Denton	KDNT	SR
El Paso	KTSM	SR, WBS
Fort Worth	KFJZ	NBC
"	WBAP	WBS, NAB
"	KGKO	WBS
"	KTAT	SR
Galveston	KLUF	SR, MG
Houston	KPRC	NBC
"	KTRH	SR
"	KXYZ	NAB
Kilgore	KOCA	SR
Laredo	KPAB	NBC
Lubbock	KFYO	SR, NAB
Lufkin	KRBA	SR
Midland	KRLH	WBS, MG
Pampa	KPDN	WBS, SR
Paris	KPLT	SR
Pecos	KIUN	MG
San Angelo	KGKL	NBC
San Antonio	KABC	MG
"	KMAC	NBC
"	WOAI	WBS
"	KTSA	AMP, LW
Sherman	KRRV	SR
Texarkana	KCMC	MG, WBS
Tyler	KGKB	MG
Weslaco	KRGV	SR

UTAH

City	Station	Service
Cedar City	KSUB	MG, NBC
Logan	KVNU	SR
Ogden	KLO	MG
Price	KEUB	NBC, MG
Salt Lake City	KDYL	WBS, NBC
"	KUTA	SR
"	KSL	AMP, SR, MG

VERMONT

City	Station	Service
Burlington	WCAX	WBS
Rutland	WSYB	NAB
St. Albens	WQDM	NBC, LW
Springfield	WNBX	AMP, MG, WBS
Waterbury	WDEV	LW, SR

VIRGINIA

City	Station	Service
Charlottesville	WCHV	AMP, LW, SR
Danville	WBTM	MG
Harrisonburg	WSVA	WBS
Lynchburg	WLVA	NBC, LW, NAB
Newport News	WGH	NBC, LW, NAB
Norfolk	WTAR	NAB
Richmond	WMBG	NBC
"	WRNL	AMP, LW, NAB, MG
"	WRVA	WBS, NAB
Roanoke	WDBJ	WBS, LW, NAB

WASHINGTON

City	Station	Service
Aberdeen	KXRO	WBS, LW
Bellingham	KVOS	LW, MG
Centralia	KELA	LW
Longview	KWLK	SR, NBC
Olympia	KGY	LW
Seattle	KJR	NBC
"	KOL	LW, NAB
"	KIRO	WBS, SR, LW
"	KJR	NBC
"	KOMO	NBC
"	KRSC	SR, LW
Spokane	KFIO	MG
"	KFPY	LW, NAB
"	KGA	NBC
"	KHQ	NBC
Tacoma	KMO	WBS, NBC, LW, NAB
Walla Walla	KUJ	WBS, LW
Yakima	KIT	WBS, LW, MG

WEST VIRGINIA

City	Station	Service
Beckley	WJLS	NBC
Bluefield	WHIS	WBS
Charleston	WCHS	NBC, WBS
Clarksburg	WBLK	NBC, WBS
Fairmont	WMMN	NAB, SR
Huntington	WSAZ	SR, MG, LW
Parkersburg	WPAR	NBC, WBS
Wheeling	WWVA	NBC, NAB

WISCONSIN

City	Station	Service
Eau Claire	WEAU	WBS, MG
Green Bay	WHBY	WBS, MG
"	WTAQ	WBS, MG
Janesville	WCLO	MG, NBC
La Crosse	WKBH	WBS
Madison	WIBA	WBS, NBC
Manitowoc	WOMT	WBS
Milwaukee	WEMP	NAB
"	WISN	WBS, LW
"	WTMJ	SR, NBC, NAB

WISCONSIN *(Continued)*

City	Station	Service
Poynette	WIBU	SR, LW
Racine	WRJN	LW, MG
Rice Lake	WJMC	SR
Sheboygan	WHBL	WBS, SR, NBC
Wausau	WSAU	WBS

WYOMING

City	Station	Service
Casper	KDFN	LW, NAB, MG
Rock Springs	KVRS	MG, NBC
Sheridan	KWYO	SR, MG

ALASKA

City	Station	Service
Anchorage	KFQD	MG
Juneau	KINY	SR, LW, MG

HAWAII

City	Station	Service
Hilo	KHBC	MG, WBS
Honolulu	KGMB	AMP, WBS, NAB, MG
"	KGU	NBC, LW
Lihue	KTOH	SR

PORTO RICO

City	Station	Service
San Juan	WKAQ	NBC
"	WNEL	LW

ALBERTA

City	Station	Service
Calgary	CFAC	WBS, NBC
"	CJCJ	LW
"	CFCN	LW, SR
Edmonton	CFRN	LW
"	CJCA	WBS, NBC
Lethbridge	CJOC	NBC

BRITISH COLUMBIA

City	Station	Service
Kelowna	CKOV	NBC
Trail	CJAT	NBC
Vancouver	CJOR	NBC
"	CKWX	WBS
"	CKFC	LW, MG
"	CBR	SR

MANITOBA

City	Station	Service
Flin Flon	CFAR	WBS
Winnipeg	CJRC	WBS, SR, LW
"	CKY	NBC, MG

NEW BRUNSWICK

City	Station	Service
Fredericton	CFNB	NBC
Moncton	CKCW	WBS, SR
Saint John	CHSJ	WBS

NOVA SCOTIA

City	Station	Service
Halifax	CHNS	LW, NBC
Sydney	CJCB	NBC
Yarmouth	CJLS	LW

ONTARIO

City	Station	Service
Brantford	CKPC	WBS, SR
Fort Williams	CKPR	NBC
Hamilton	CHML	NBC, SR
"	CKOC	WBS
Kingston	CFRC	NBC
Kirkland Lake	CJKL	NBC, SR
Kitchener	CKCR	SR
London	CFPL	NBC
North Bay	CFCH	SR, NBC
Ottawa	CBO	WBS, SR
"	CKCO	LW
Prescott	CFLC	LW
Sault Ste. Marie	CJIC	NBC
Sudbury	CKSO	WBS, NBC
Timmins	CKGB	SR, NBC
Toronto	CBL	NBC
"	CFRB	SR
"	CKCL	LW
Windsor	CKLW	WBS

PRINCE EDWARD ISLAND

City	Station	Service
Charlottetown	CFCY	LW, MG

QUEBEC

City	Station	Service
Hull	CKCH	NBC
Montreal	CFCF	NBC
"	CHLP	SR
"	CKAC	WBS, LW
Quebec	CHRC	LW
"	CKCV	WBS
Sherbrooke	CHLT	WBS
Three Rivers	CHLN	WBS

SASKATCHEWAN

City	Station	Service
Moose Jaw	CHAB	LW
Prince Albert	CKBI	WBS, SR
Regina	CJRM	LW, WBS, SR
"	CKCK	NBC
Saskatoon	CFQC	SR, NBC
Yorkton	CJGX	LW

BROADCAST STATIONS ACCEPTING FOREIGN LANGUAGE PROGRAMS

(All others either reject announcements or speeches in foreign tongues, or else failed to reply to questionnaires)

City	Station
ALABAMA	
Birmingham	WAPI
“	WBRC
Selma	WHBB
ARIZONA	
Globe	KWJB
Jerome	KCRJ
Lowell	KSUN
“	KOY
Phoenix	KTAR
Safford	KGLU
Tucson	KGAR
Yuma	KUMA
ARKANSAS	
Little Rock	KARK
CALIFORNIA	
Bakersfield	KPMC
Chico	KHSL
Glendale	KIEV
Long Beach	KFOX
“	KGER
Los Angeles	KFSG
“	KFVD
“	KGFJ
“	KMTR
“	KRKD
Merced	KYOS
Modesto	KTRB
Monterey	KDON
Oakland	KLS
“	KROW
San Bernardino	KFXM
San Francisco	KGGC
San Luis Obispo	KVEC
Santa Barbara	KDB
“	KTMS
Santa Rosa	KSRO
Stockton	KGDM
Visalia	KTKC
Watsonville	KHUB
COLORADO	
Alamosa	KGIW
Denver	KFEL
La Junta	KOKO
Lamar	KIDW
Pueblo	KGHF
Sterling	KGEK
CONNECTICUT	
Hartford	WTHT
“	WTIC
New Haven	WELI
New Britain	WNBC
New London	WNLC
Waterbury	WATR
“	WBRY
DELAWARE	
Wilmington	WDEL
“	WILM
DISTRICT OF COLUMBIA	
City	Station
Washington	WOL
FLORIDA	
Miami	WIOD
“	WQAM
Miami Beach	WKAT
Orlando	WDBO
Tallahassee	WTAL
Tampa	WDAE
GEORGIA	
City	Station
Atlanta	WATL
“	WSB
Macon	WMAZ
Savannah	WTOC
Waycross	WAYX
IDAHO	
Boise	KIDO
Idaho Falls	KID
Lewiston	KRLC
Nampa	KFXD
ILLINOIS	
City	Station
Aurora	WMRO
Carthage	WCAZ
Chicago	WCBD
“	WCFL
“	WEDC
“	WGES
“	WSBC
Cicero	WHFC
Danville	WDAN
Harrisburg	WEBQ
Peoria	WMBD
Rockford	WROK
Rock Island	WHBF
Springfield	WCBS
“	WTAX
INDIANA	
Anderson	WHBU
Elkhart	WTRC
Evansville	WEOA
Evansville	WGBF
Hammond	WHIP
“	WWAE
Gary	WIND
New Albany	WGRC
Richmond	WKBV
South Bend	WSBT-WFAM
IOWA	
Cedar Rapids	WMT
Davenport	WOC
Des Moines	KRNT
“	KSO
Fort Wayne	WGL
“	WOWO
Marshalltown	KFJB
Shenandoah	KFNF
“	KMA
Sioux City	KTRI
KANSAS	
Abilene	KFBI
Atchison	KVAK
Garden City	KIUL
Great Bend	KVGB
Kansas City	KCKN
Salina	KSAL
Wichita	KANS
KENTUCKY	
Paducah	WPAD
LOUISIANA	
Lafayette	KVOL
Monroe	KMLB
New Orleans	WDSU
“	WJBW
“	WSMB
MAINE	
Augusta	WRDO
Bangor	WABI
Lewiston	WCOU
Presque Isle	WAGM
MARYLAND	
Baltimore	WCBM
MASSACHUSETTS	
Boston	WCOP
“	WHDH
“	WMEX
“	WORL
Fall River	WSAR
Greenfield	WHAI
Lawrence	WLAW
Lowell	WLLH
New Bedford	WNBH
Pittsfield	WBRK
Springfield	WMAS
“	WSPR
MICHIGAN	
City	Station
Bay City	WBCM
Calumet	WHDF
Detroit	WJBK
“	WMBC
Ironwood	WJMS
Jackson	WIBM
Kalamazoo	WKZO
Marquette	WBEO
Muskegon	WKBZ
Lapeer	WMPC
Royal Oak	WEXL
MINNESOTA	
Albert Lea	KATE
Duluth	KDAL
“	WEBC
Fergus Falls	KGDE
Hibbing	WMFG
Mankato	KYSM
Minneapolis-St. Paul	WCCO
Minneapolis-St. Paul	WDGY
“	WMIN
“	WTCN
Moorhead	KVOX
Rochester	KROC
St. Cloud	KFAM
Virginia	WHLB
Winona	KWNO
MISSISSIPPI	
Grenada	WGRM
Gulfport	WGCM
Jackson	WSLI
MISSOURI	
Joplin	WMBH
Kansas City	KCMO
“	WHB
Poplar Bluff	KWOC
St. Joseph	KFEQ
St. Louis	KWK
“	KSD
“	KXOK
“	WEW
MONTANA	
Billings	KGHL
Butte	KGIR
Kalispell	KGEZ
Wolf Point	KGCX
NEBRASKA	
Grand Island	KMMJ
Kearney	KGFW
Norfolk	WJAG
North Platte	KGNF
Omaha	KOIL
“	WAAW
NEW HAMPSHIRE	
Laconia	WLNH
Manchester	WFEA
Portsmouth	WHEB
NEW JERSEY	
Asbury Park	WCAP
Atlantic City	WPG
Bridgeton	WSNJ
Camden	WCAM
Jersey City	WHOM
Red Bank	WBRB
Trenton	WTNJ
Zarepath	WAWZ
NEW MEXICO	
Albuquerque	KGGM
“	KOB
Carlsbad	KLAH
Clovis	KICA
Gallup	KAWM
Hobbs	KWEW
Roswell	KGFL
Santa Fe	KRQA
NEW YORK	
City	Station
Albany	WABY
“	WOKO
Auburn	WMBO
Binghamton	WNBF
Brooklyn	WARD
“	WBBC
“	WCNW
“	WLTH
“	WMBQ
“	WVFW
Buffalo	WBNY
“	WEBR
“	WGR
“	WKBW
Elmira	WESG
Freeport	WGBB
Jamestown	WJTN
Newburgh	WGNY
New York	WBIL
“	WBNX
“	WEVD
“	WINS
“	WOV
“	WWRL (Woodside)
Plattsburg	WMFF
Rochester	WHEC
“	WSAY
Syracuse	WFBL
“	WSYR
Utica	WIBX
White Plains	WFAS
NORTH CAROLINA	
High Point	WMFR
Kinston	WFTC
NORTH DAKOTA	
Devils Lake	KDLR
Fargo	WDAY
Grand Forks	KFJM
Jamestown	KRMC
Minot	KLPM
Valley City	KOVC
OHIO	
Akron	WADC
“	WJW
Ashtabula	WICA
Canton	WHBC
Cincinnati	WCPO
Cleveland	WGAR
Columbus	WBNO
“	WOSU
Dayton	WSMK
Portsmouth	WPAY
Toledo	WSPD
“	WTOL
OKLAHOMA	
Enid	KCRC
Muskogee	KBIX
Norman	WNAD
Oklahoma City	KOMA
Ponca City	WBBZ
Shawnee	KGFF
Tulsa	KTUL
OREGON	
Astoria	KAST
Marshfield	KOOS
Portland	KWWJ
PENNSYLVANIA	
Allentown	WSAN-WCBA
Altoona	WFBG
Easton	WEST
Erie	WLEU
Greensburg	WHJB
Harrisburg	WKBO
Hazleton	WAZL
Johnstown	WJAC
Lancaster	WGAL
New Castle	WKST
Philadelphia	WDAS
“	WHAT
“	WPEN
Pittsburgh	KQV
PENNSYLVANIA (Cont'd)	
City	Station
“	WJAS
“	WWSW
Reading	WEEU
“	WRAW
Scranton	WGBI
Sharon	WPIC
Sunbury	WKOK
Uniontown	WMBS
Wilkes Barre	WBAX
Williamsport	WRAK
York	WORK
RHODE ISLAND	
Providence	WPRO
SOUTH CAROLINA	
Greenville	WFBC
SOUTH DAKOTA	
Sioux Falls	KELO
“	KSOO
Watertown	KWTN
TENNESSEE	
Johnson City	WJHL
TEXAS	
Memphis	WHBQ
Austin	KNOW
Beaumont	KFDM
Big Spring	KBST
Brady	KNEL
Brownsville	KGFI
Corpus Christi	KRIS
Dallas	KRLD
“	WRR
Denton	KDNT
Galveston	KLUF
Houston	KPRC
“	KTRH
“	KXYZ
Huntsville	KSAM
Laredo	KPAB
Longview	KFRO
Pampa	KPDN
Paris	KPLT
Pecos	KIUN
Port Arthur	KPAC
San Angelo	KGKL
San Antonio	KABC
“	KMAC
“	KONO
“	WOAI
Sherman	KRRV
Temple	KTEM
Weslaco	KRGV
UTAH	
Price	KEUB
Salt Lake City	KUTA
VERMONT	
Burlington	WCAX
Rutland	WSYB
St. Albans	WQDM
Waterbury	WDEV
VIRGINIA	
Clarksburg	WBLK
Danville	WBTM
Newport News	WGH
Norfolk	WTAR
Richmond	WRVA
Roanoke	WDBJ
WASHINGTON	
Aberdeen	KXRO
Bellingham	KVOS
Centralia	KELA
Everett	KRKO
Longview	KWLK
Olympia	KGY
Seattle	KEEN
“	KIRO
“	KJR
“	KXA
Spokane	KFIO
“	KGA
“	KHQ
Tacoma	KMO
Walla Walla	KUJ
Yakima	KIT
WEST VIRGINIA	
City	Station
Beckley	WJLS
Bluefield	WHIS
Charleston	WCHS
Clarksburg	WBLK
Huntington	WSAZ
Wheeling	WWVA
WISCONSIN	
Fond du Lac	KFIZ
Green Bay	WHBY
“	WTAQ
Janesville	WCLO
La Crosse	WKBH
Madison	WHA
“	WIBA
Milwaukee	WEMP
“	WISN
Racine	WRJN
Sheboygan	WHBL
Wausau	WSAU
WYOMING	
Rock Springs	KVRS
Sheridan	KWYO
ALASKA	
Ketchikan	KGBU
HAWAII	
Hilo	KHBC
Honolulu	KGMB
“	KGU
PORTO RICO	
Mayaguez	WPRA
San Juan	WNEL
ALBERTA	
Calgary	CFCN
“	CJCJ
Edmonton	CFRN
“	CJCA
Grande Prairie	CFGP
Lethbridge	CJOC
BRITISH COLUMBIA	
Prince Rupert	CFPR
Trail	CJAT
Vancouver	CKFC
“	CKMO
MANITOBA	
Brandon	CKX
Flin Flon	CFAR
Winnipeg	CJRC
NEW BRUNSWICK	
Moncton	CKCW
NOVA SCOTIA	
Sydney	CJCB
ONTARIO	
Brantford	CKPC
Chatham	CFCO
Fort William	CKPR
Hamilton	CHML
“	CKOC
Kitchener	CKCR
London	CFPL
Ottawa	CKCO
St. Catharines	CKTB
Sault Ste. Marie	CJIC
Timmins	CKGB
PRINCE EDWARD ISLAND	
Charlottetown	CFCY
QUEBEC	
Chicoutimi	CBJ
Hull	CKCH
Montreal	CHLP
“	CKAC
New Carlisle	CHNC
Quebec	CHRC
“	CKCV
“	CBV
Rimouski	CJBR
Sherbrooke	CHLT
Three Rivers	CHLN
SASKATCHEWAN	
Moose Jaw	CHAB
Prince Albert	CKBI
Regina	CJRM
“	CKCK
Yorkton	CJGX

WLTH

NEW YORK JEWISH AMERICAN STATION

JEWISH RADIO ADVERTISING PLUS MERCHANDISING = SUCCESS

The *ONLY* station in New York maintaining a real merchandising service covering the Jewish trade and taking orders from dealers for products featured on the station.

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Jewish Home Pantry Survey Available

Directory of

Newspaper Ownership and Control of Broadcasting Stations

Revised to January 15, 1939; Copyright 1939 by Broadcasting Publications Inc.

EXACTLY 238 broadcasting stations in the United States and Hawaii and 25 in Canada had newspaper interests identified with their ownership as of Jan. 15, 1939. In addition, 10 others are under options to newspapers, with FCC action on transfers of ownership still pending. The detailed tabulation, showing stock interests and including the pending purchases, is presented herewith.

ALABAMA

WSGN, Birmingham—Licensed to Birmingham News Co.; 85% of stock owned by Victor Hanson, publisher of *Birmingham News* and *Birmingham Age-Herald.*

WHMA, Anniston—Licensed to Harry M. Ayers, publisher of *Anniston Star.*

ARIZONA

KWJB, Globe — Licensed to Sims Broadcasting Co., a partnership of Rev. William J. Sims, John Sims and Bartley T. Sims; John Sims is head of Sims Printing Co. and publishes the political weekly *Arizona Fex.*

KTAR, Phoenix—Licensed to KTAR Broadcasting Co.; 77.3% of stock owned by Arizona Publishing Co., publishers of *Phoenix Arizona Republic* and *Phoenix Gazette.*

KOY, Phoenix—Licensed to Salt River Valley Broadcasting Corp., 100% owned by Burridge D. Butler, publisher of *The Prairie Farmer*, Chicago, also owner of WLS, Chicago.

KVOA, Tucson—Licensed to KTAR Broadcasting Co. (same ownership as KTAR, Phoenix.)

ARKANSAS

KELD, El Dorado—Licensed to Radio Enterprises Inc.; 80% of stock owned by T. H. Barton, chief owner of *Arkansas Farmer*, Little Rock, and *Pulaski Weekly Herald*, Little Rock.

KCMC, Texarkana — Licensed to KCMC, Inc.; 90% owned by Texarkana Newspapers Inc., publisher of *Texarkana Gazette* and *Texarkana News* and 10% owned equally by board of five directors.

KGHI, Little Rock—Licensed to Arkansas Broadcasting Co.; 16.1% of stock owned by Gazette Publishing Co., *Little Rock Arkansas Democrat;* 63.98% by L. Chilton; 10% by R. E. Steuber, Little Rock.

KLRA, Little Rock—Licensed to Arkansas Broadcasting Co.; same ownership as KGHI.

KARK, Little Rock—Licensed to Radio Enterprises Inc.; see KELD, El Dorado.

CALIFORNIA

KERN, Bakersfield—Licensed to McClatchy Broadcasting Co.; same ownership as *Sacramento Bee, Fresno Bee, Modesto Bee* (McClatchy Newspapers).

KIEM, Eureka — Licensed to Redwood Broadcasting Co. Inc.; 3.6% of stock owned by Standard Printing Co., publisher of *Humboldt Standard;* 3.6% by Times Publishing Co., publisher of *Humboldt Times;* 50.3% by William B. Smullin; 34.3% by Harold H. Hauseth.

KMJ, Fresno—Licensed to McClatchy Broadcasting Co.; same ownership as *Fresno Bee, Sacramento Bee, Modesto Bee* (McClatchy Newspapers).

KEHE, Los Angeles — Licensed to Hearst Radio Inc., affiliated with *Los Angeles Herald* (under option to be sold to Earle A. Anthony, operator of KFI and KECA, Los Angeles).

KDON, Monterey—Licensed to Monterey Peninsula Broadcasting Co.; 50½% of stock owned by Allen Griffen, publisher of *Monterey Peninsula Herald;* 49½% by Salinas Newspapers, Inc., publishers of *Salinas Index-Journal.*

KYOS, Merced—Licensed to Merced Star Publishing Co., publisher of *Merced Sun-Star.*

KLX, Oakland—Licensed to Tribune Building Co.; same ownership as Tribune Publishing Co., publisher of *Oakland Tribune.*

KFBK, Sacramento—Licensed to McClatchy Broadcasting Co.; same ownership as *Sacramento Bee, Fresno Bee, Modesto Bee* (McClatchy Newspapers).

KYA, San Francisco — Licensed to Hearst Radio Inc.; interlocking ownership with *San Francisco Examiner.*

KTMS, Santa Barbara—Licensed to News Press Publishing Co., publisher of *Santa Barbara News* and *Press* (T. M. Storke, publisher, owns 98.96% of common stock).

KSRO, Santa Rosa — Licensed to Press-Democrat Publishing Co., publisher of *Santa Rosa Press-Democrat* and *Santa Rosa Republican.*

KWG, Stockton — Licensed to McClatchy Broadcasting Co.; same ownership as *Sacramento Bee, Modesto Bee, Fresno Bee* (McClatchy Newspapers).

KTKC, Visalia—Licensed to Tulare-Kings County Associates; Charles A. Whitmore, publisher of *Visalia Times-Delta*, 37½% of stock; Homer A. Wood, publisher of *Porterville Recorder*, 25%; Percy M. Whiteside, publisher of *Tulare Advance-Record* and *Times*, 25%; J. E. Richmond, publisher of *Hanford Sentinel* and *Journal*, 12½%.

WHUB, Watsonville — Licensed to John P. Scripps, chief stockholder in John P. Scripps Newspapers (*Watsonville Register* and *Pajaronian, Santa Ana Journal, Ventura Star & Free Press, Santa Paula Chronicle*).

COLORADO

KVOR, Colorado Springs — Licensed to Out West Broadcasting Co.; 33% stockholders each are E. K. Gaylord and Edgar T. Bell, officers and directors, and 33% by the Oklahoma Publishing Co., publisher of *Oklahoma City Daily Oklahoman, Oklahoma City Times* and *The Farmer Stockman.*

KLZ, Denver — Licensed to KLZ Broadcasting Co.; stockholders are E. K. Gaylord, Inez K. Gaylord, Edgar T. Bell and Herbert M. Peck, all officers, directors or stockholders in the Oklahoma Publishing Co., publisher of the *Oklahoma City Daily Oklahoman, Oklahoma City Times* and *The Farmer Stockman.*

CONNECTICUT

WHTH, Hartford — Licensed to the Hartford Times Inc., publisher of *Hartford Times;* 73.58% of stock owned by the Gannett Newspapers; 13.93% owned by Lewis Henry.

WBRY, Waterbury—Licensed to the American-Republican Inc., publisher of *Waterbury Republican* and *Waterbury American.*

DELAWARE

WDEL, Wilmington — Licensed to WDEL Inc.; same ownership as *Lancaster* (Pa.) *New Era* and *Lancaster Intelligencer-Journal* (Mason-Dixon Group).

WILM, Wilmington—Licensed to Delaware Broadcasting Co.; same ownership as *Lancaster* (Pa.) *New Era* and *Lancaster Intelligencer-Journal* (Mason-Dixon Group).

DISTRICT OF COLUMBIA

WMAL, Washington — Capital stock of M. A. Leese Radio Corp., owned by *Washington Star;* station operating under lease by NBC until Feb. 1, 1941.

FLORIDA

WJHP, Jacksonville—CP issued to The Metropolis Co.; same ownership as *Jacksonville Journal.* (See WCOA, Pensacola.)

WIOD, Miami—Licensed to Isle of Dreams Broadcasting Corp.; stock all owned by Metropolis Publishing Co., publisher of *Miami Daily News;* same ownership as *Dayton* (O.) *Daily News, Springfield* (O.) *News* and *Springfield* (O.) *Sun.*

WKAT, Miami Beach — Licensed to A. Frank Katzentine, 33-1/3% owner of *The Society Pictorial*, a weekly resort newspaper.

WCOA, Pensacola—Licensed to Pensacola Broadcasting Co.; John H. Perry, 79% stockholder, is publisher of *Pensacola Journal, Pensacola News, Jacksonville Journal, Panama City* (Fla.) *News-Herald; Lynn Haven* (Fla.) *Free Press; St. Andrews Bay* (Fla.) *News; Reading* (Pa.) *Times.*

WTAL, Tallahassee — Licensed to Florida Capitol Broadcasters Inc.; 30 out of 60 shares of stock owned by Gilbert Freeman, major stockholder in *Highlands County Pilot, Scenic Highlands Sun, Lake Placid News*, all Florida weeklies with headquarters in Avon Park, Fla.; 10 shares owned by Vera Freeman, 10 by G. C. Rankin, 10 by J. C. Cardwell.

WDAE, Tampa—Licensed to Tampa Times Co., publisher of *Tampa Times.*

GEORGIA

WGAU, Athens—Licensed to J. K. Patrick, Earl Braswell, Tate Wright, C. A. Rowland and A. Lynne Bannen, a partnership. Mr. Braswell is publisher of the *Athens Banner-Herald.*

WSB, Atlanta — Licensed to Atlanta Journal Co., publisher of *Atlanta Journal.*

WAGA, Atlanta — Licensed to Liberty Broadcasting Co.; 59.02% of stock owned by Norman K. Winston, New York; 40% by *Atlanta Journal.*

WAYX, Waycross—Licensed to Jack Williams, publisher of *Waycross Journal-Herald.*

ILLINOIS

WAAF, Chicago—Licensed to Drovers Journal Publishing Co., publisher of *Chicago Daily Drovers Journal.*

WGN, Chicago—Licensed to WGN, Inc., 100% subsidiary of The Tribune Co., publisher of *Chicago Tribune.*

WLS, Chicago—Licensed to Agricultural Broadcasting Co.; 98% of stock owned by Prairie Farmer Publishing Co., publisher of *The Prairie Farmer*, a weekly.

WDWS, Champaign — Licensed to Champaign News-Gazette, Inc., publisher of *Champaign News-Gazette.*

WDAN, Danville — CP issued to Northwestern Publishing Co., publisher of *Danville Commercial-News* (Gannett).

WJBL, Decatur—49% of stock owned by *Decatur Herald* and *Review;* 51% by Charles R. Cook.

WGIL, Galesburg—Licensed to Galesburg Broadcasting Co.; 60 out of 100 shares of stock owned by executives of *Galesburg Register-Mail.*

WROK, Rockford—Licensed to Rockford Broadcasters Inc.; 51% of stock owned by Rockford Consolidated Newspapers Inc., publisher of *Rockford Register-Republic.*

WHBF, Rock Island — Licensed to Rock Island Broadcasting Co.; controlling stockholders, officers and directors own all stock of J. W. Potter Publishing Co., publisher of *Rock Island Argus.*

WCBS, Springfield — Licensed to WCBS, Inc., 49% of stock owned by Ira C. Copley, publisher of the *Springfield Illinois State Journal*, 1% by A. W. Shipton, general manager of *Illinois State Journal.*

INDIANA

WTRC, Elkhart — Licensed to the Truth Publishing Co. Inc., publisher of *Elkhart Daily Truth.*

WIRE, Indianapolis — Licensed to Central Newspapers Inc. (E. C. Pulliam), publisher of *Huntington Herald-Press, Lebanon Reporter* and *Vincennes Sun-Commercial*, all Indiana dailies.

WSBT, South Bend—Licensed to the *South Bend Tribune.*

WFAM, South Bend—Licensed to the *South Bend Tribune.*

IOWA

WMT, Cedar Rapids — Licensed to Iowa Broadcasting Co., subsidiary of the Register & Tribune Co., publisher of *Des Moines Register* and *Des Moines Tribune.*

KRNT, Des Moines—Licensed to Iowa Broadcasting Co., subsidiary of the Register & Tribune Co., publisher of *Des Moines Register* and *Des Moines Tribune.*

KSO, Des Moines—Licensed to Iowa Broadcasting Co., subsidiary of the Register & Tribune Co., publisher of *Des Moines Register* and the *Des Moines Tribune.*

KDTH, Dubuque—CP issued to *Dubuque Telegraph-Herald* (Grant suspended pending litigation).

KGLO, Mason City — Licensed to Mason City Globe-Gazette Co., publisher of *Mason City Globe-Gazette.*

KSCJ, Sioux City—Licensed to the Perkins Brothers Co., publisher of *Sioux City Journal.*

KTRI, Sioux City — Licensed to Sioux City Broadcasting Co.; 50% owned by *Sioux City Tribune* and 50% by Dietrich Dirks.

KANSAS

KGGF, Coffeyville—Licensed to Hugh J. Powell and Stanley Platz, publishers of *Coffeyville Daily Journal.*

KGNO, Dodge City — Licensed to Dodge City Broadcasting Co. Inc.; 94% of stock owned by J. C. Denious, publisher of the *Dodge City Daily Globe.*

KCKN, Kansas City — Licensed to Capper Publications Inc., controlled by Senator Arthur Capper, publisher of *Kansas City Kansan* and *Topeka Capital.*

KSAL, Salina — Licensed to R. J. Laubengayer, publisher of *Salina Journal*, who also holds interests in the *Hays Daily News, Goodland Daily News* and *Hill City Times* (weekly), all in Kansas.

WIBW, Topeka—Licensed to Capper Publications Inc., controlled by Senator Arthur Capper, publisher of *Topeka Capital* and *Kansas City Kansan.*

KFH, Wichita—Licensed to Radio Station KFH Co.; 50% of stock owned by Victoria Murdock Estate, publisher of the *Wichita Eagle;* 25% of stock owned by John Rigby, Beverly Hills, Cal.; 25 % by Mrs. Anna Scott Gray, Piedmont, Cal. (Mr. Rigby and Mrs. Gray are former owners of the Hotel Lassen, Wichita.)

KENTUCKY

WCMI, Ashland — Licensed to Ashland Broadcasting Co.; 42½% of stock owned by officers of Ashland Publishing Co., publisher of *Ashland Indenendent.*

WLAP, Lexington — Licensed to American Broadcasting Corp. of Kentucky; 85% owned by J. Lindsey Nunn, minority stockholder in *El Paso* (Tex.) *Times;* 13% owned by Gilmore N. Nunn.

WHAS, Louisville—Licensed to Louisville Times Co., publisher of *Louisville Courier-Journal* and *Louisville Times.*

WOMI, Owensboro — Licensed to Owensboro Broadcasting Co. (Lawrence W. Hager, publisher, Bruce Hager, general manager, and George N. Fuqua, business manager, of *Owensboro Messenger* and *Inquirer.*)

LOUISIANA

WJBO, Baton Rouge — Licensed to Baton Rouge Broadcasting Co. Inc.; 99.2% of stock owned by Charles P. Manship, president of the Capital City Press, publisher of the *Baton Rouge Advocate* and *Baton Rouge State Times.*

KVOL, Lafayette—Licensed to Evangeline Broadcasting Co. Inc.; 50% of stock owned by Lafayette Advertiser-Gazette Inc., publisher of the *Lafayette Daily Advertiser.* Morgan Murphy, president of newspaper corporation, also owns controlling interest in *Superior-Telegram, Chippewa Falls Herald, Manitowoc Times* and *Two Rivers Reporter,* all in Wisconsin.

KTBS, Shreveport—Licensed to Tri-State Broadcasting System Inc.; 99.94% of stock owned by Times Publishing Co. Ltd., publisher of *Shreveport Times.*

KWKH, Shreveport—Licensed to International Broadcasting Corp.; 100% of stock owned by Times Publishing Co. Ltd., publisher of *Shreveport Times.*

MAINE

WGAN, Portland—Licensed to Portland Broadcasting System Inc.; controlled by Gannett Publishing Co. Inc., publisher of *Portland Press Herald* and *Portland Express; Augusta Kennebec Journal* and *Waterville Sentinel.*

WCOU, Lewiston — Licensed to Twin City Broadcasting Co.; stockholders are Jean B. Couture, Faust O. Couture, Valdor L. Couture and Bernard R. Howe, owners of *Le Messager,* French language daily.

MARYLAND

WBAL, Baltimore—Licensed to WBAL Broadcasting Co.; affiliate of Hearst Radio Inc., and *Baltimore News-Post* and *American.*

MASSACHUSETTS

WLAW, Lawrence — Licensed to Hildreth & Rogers Co., publisher of *Lawrence Eagle* and *Tribune.*

WNBH, New Bedford — Licensed to E. Anthony & Sons Inc., publisher of *New Bedford Mercury, New Bedford Standard-Times* and *Hyannis* (Mass.) *Cape Cod Standard-Times;* Basil Brewer, publisher and general manager, owns 55.5% of stock; International Paper Sales Co., New York, 41.3%.

WTAG, Worcester—Licensed to Worcester Telegram Publishing Co. Inc., publisher of *Worcester Telegram & Worcester Gazette.*

MICHIGAN

WELL, Battle Creek — Licensed to Enquirer-News Co., publisher of *Battle Creek Enquirer & News.*

WHDF, Calumet—27% of stock held by William G. Rice, publisher, and 5.5% by John W. Rice, general manager, of *Calumet News* and *Houghton Daily Mining Gazette.*

WJBK, Detroit—Licensed to James F. Hopkins Inc.; 16-2/3% of stock owned by John Lord Booth, stockholder in Booth Newspapers of Michigan but not actively engaged in newspaper operation.

WWJ, Detroit—Licensed to Evening News Association, publisher of *Detroit News.*

WBEO, Marquette—Licensed to Lake Superior Broadcasting Co.; 95% of stock owned by Daily Mining Journal Co. Ltd., publisher of *Marquette Mining Journal.* Same interests are chief owners of *Rhinelander* (Wis.) *News* and *Iron Mountain* (Mich.) *News.*

MINNESOTA

KATE, Albert Lea—Licensed to Albert Lea Broadcasting Corp., one-third owned by E. L. Hayek, president of Trades Publishing Co., Albert Lea, publisher of *Northwestern Jeweler,* a monthly trade journal.

WEBC, Duluth—Licensed to Head of the Lakes Broadcasting Co.; 257 shares of stock owned by Evening Telegram Co., Superior, Wis., publisher of *Superior Telegram;* 257 shares by Northwest Paper Co., Duluth; 161 shares by Morgan Murphy, president of Morning Telegram Co.; 80 shares by W. C. Bridges, manager of WEBC; 40 shares by R. F. Griggs, local banker.

KDAL, Duluth—Stock owned by same interests owning WDAY, Fargo, N. D. (including *The Fargo Forum*) but station is under sale option to new interests headed by Dalton Le Masurier, manager.

WMFG, Hibbing—Licensed to Head of the Lakes Broadcasting Co.; see WEBC, Duluth.

WTCN, Minneapolis — Licensed to Minnesota Broadcasting Corp.; 50% of stock owned by Dispatch-Pioneer Press Co., publisher of the *St. Paul Dispatch* and *St. Paul Pioneer Press;* 50% of stock owned by Minnesota Tribune Co., publisher of the *Minneapolis Tribune.*

KFAM, St. Cloud — Licensed to Times Publishing Co., publisher of *St. Cloud Times-Journal.*

WHLB, Virginia—Licensed to Head of the Lakes Broadcasting Co.; see WEBC, Duluth.

KWNO, Winona — Licensed to Winona Radio Service; a partnership comprising H. R. Weicking, editor, and M. H. White, business manager of *Winona Republican-Herald.*

MISSISSIPPI

WCOC, Meridian—Licensed to Mississippi Broadcasting Co. Inc.; 100% of stock owned by R. S. Gavin and D. W. Gavin, owners of *Clark County Tribune,* Quitman, Miss., (weekly).

WQBC, Vicksburg—Licensed to Delta Broadcasting Co. Inc.; all stock owned by officers and directors of *Vicksburg Herald* and *Vicksburg Evening Post.*

MISSOURI

KFRU, Columbia—Licensed to KFRU Inc.; 98-6/7 per cent of stock owned by St. Louis Star-Times Publishing Co., publisher of *St. Louis Star-Times.*

KWOS, Jefferson City—Licensed to Tribune Printing Co., publisher of *Jefferson City Capital-News* and *Jefferson City Post-Tribune.*

WMBH, Joplin—Licensed to Joplin Broadcasting Co.; controlled by executives of Joplin Globe Publishing Co., publisher of *Joplin Globe* and *Joplin News-Herald;* 28% of stock owned by D. J. Poyner, manager of WMBH.

WDAF, Kansas City — Licensed to Kansas City Star Co., publisher of *Kansas City Star.*

KGBX, Springfield—Licensed to Ozarks Broadcasting Co. Inc.; 20% of stock owned by H. S. Jewell, president, 20% by Edison K. Bixby, editor, 5% by T. W. Duvall, business manager of *Springfield News* and *Press;* 5% by Joel Bixby, editor of *Muskogee Phoenix* and *Muskogee Times-Democrat;* 23.6% by Lester E. Cox; 16.9% by R. D. Foster; 8.1% by C. A. Johnson; 1.4% by L. M. Magruder.

KWTO, Springfield — Licensed to Ozark Broadcasting Co.; same ownership as KGBX, Springfield.

KFEQ, St. Joseph—Licensed to KFEQ Inc.; 49½% of stock owned by News Broadcasting Co.; 48¾% of stock owned by Barton Pitts, president and manager of KFEQ Inc.; directors include S. Ralph Douglas, business manager of *St. Joseph News-Press* and *St. Joseph Gazette,* and Arthur V. Burrowes, assistant managing editor of *St. Joseph News-Press.*

KSD, St. Louis—Licensed to Pulitzer Publishing Co., publisher of *St. Louis Post-Dispatch.*

KXOK, St. Louis—Construction permit issued to Star-Times Publishing Co., publisher of *St. Louis Star-Times.* (Grant suspended pending litigation.)

MONTANA

KFBB, Great Falls—10% of stock owned by *Great Falls Tribune;* 10% by Mrs. Jessie Jacobson; 70% by F. A. Buttrey.

NEBRASKA

KMMJ, Clay Center — Licensed to KMMJ Inc.; same owners also own *Clay County Sun,* a weekly at Clay Center, Neb. (Station moves about May 1 to Grand Island, Neb.).

KFAB, Lincoln—Licensed to KFAB Broadcasting Co.; 50.1% of stock owned by Sidles Co., Lincoln; 25% of stock owned by Lincoln *Nebraska State Journal;* 24.9% of stock owned by *Lincoln Star.*

KFOR, Lincoln—Licensed to Cornbelt Broadcasting Corp.; same ownership as KFAB.

WJAG, Norfolk—Licensed to the *Norfolk Daily News.*

KOIL, Omaha — Licensed to Central States Broadcasting Co.; same ownership as KFAB and KFOR.

NEVADA

KOH, Reno — Licensed to The Bee Inc., affiliated with McClatchy Broadcasting Co.; same ownership as *Sacramento Bee, Fresno Bee, Modesto Bee,* all in California (McClatchy Newspapers).

NEW MEXICO

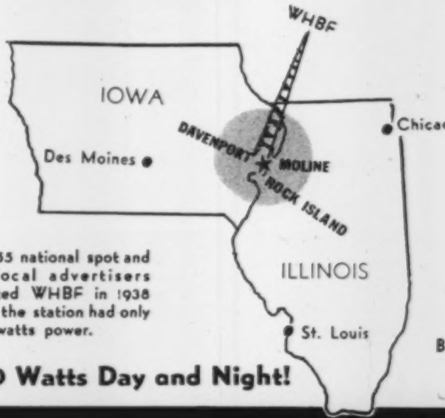
KOB, Albuquerque—Licensed to Albuquerque Broadcasting Co.; 100% of stock owned by T. M. Pepperday, president, Albuquerque Publishing Co., publisher of *Albuquerque Journal;* Mr. Pepperday is also business manager of the Rocky Mountain Division, Scripps-Howard Newspapers.

KLAH, Carlsbad—Licensed to Carlsbad Broadcasting Co., a partnership consisting of Barney Hubbs, A. J. Crawford, Jack Hawkins and Harold Miller. Mr. Hubbs and Mr. Hawkins are owners of *Pecos* (Tex.) *Enterprise.*

(*Continued on page 222*)

THE ONLY WAY

. . . to cover the largest metropolitan center in Illinois and Iowa, outside Chicago, PLUS the surrounding territory, with more than 600,000 people spending over $181,000,000 annually. All within the primary daytime area of station WHBF.



. . . 55 national spot and 255 local advertisers selected WHBF in 1938 when the station had only 250 watts power.

Affiliated with Mutual Broadcasting System

Now 1000 Watts Day and Night!

WHBF ROCK ISLAND MOLINE - DAVENPORT

Gene Furgason & Co.—National Representatives

Newspaper Ownership and Control of Broadcasting Stations

(*Continued from page 221*)

NEW YORK

WABY, Albany—Licensed to Adirondack Broadcasting Co. Inc.; 20% of stock owned by the Press Co. Inc., publisher of the *Knickerbocker Press-Albany Evening News* (Gannet Newspaper); 35% by Harold E. Smith, manager of WABY; 35% by R. M. Curtis, Garrison, N. Y.; 10% by O. T. Griffiin, Hudson Falls.

WOKO, Albany—Licensed to WOKO Inc.; 25% of stock owned by the Press Co. Inc., publisher of *Albany Knickerbocker Press-Albany Evening News;* 25½% of stock owned by Harold E. Smith, manager of WOKO; 25½% of stock owned by R. M. Curtis, Garrison, N. Y.; 24% of stock owned by R. K. Phelps, Kansas City.

WMBO, Auburn—Licensed to Auburn Publishing Co., publisher of *Auburn Citizen-Advertiser.*

WBEN, Buffalo—Licensed to WBEN Inc.; stock owned by same ownership as *Buffalo Evening News.*

WEBR, Buffalo—Licensed to WEBR Inc.; stock owned by same ownership as *Buffalo Evening News.*

WESG, Elmira, N. Y.—Licensed to Cornell University, Ithaca, but operated under lease by Gannett Newspapers (*Elmira Star-Gazette* and *Elmira Advertiser*).

WENY, Elmira—CP issued to Elmira Star-Gazette Inc., publisher of *Elmira Star-Gazette* and *Elmira Advertiser* (Gannett).

WEVD, New York City—Licensed to Debs Memorial Radio Fund Inc.; among cooperative backers are publishers of *Jewish Daily Forward.*

WINS, New York City—Licensed to Hearst Radio Inc.; interlocking ownership with *New York Journal-American* (under option to be sold to Milton Biow, New York.)

WHDL, Olean — Licensed to Olean Broadcasting Co. Inc.; 100% of stock owned by Olean Times-Herald Corp., publisher of *Olean Times-Herald* (Gannett Newspapers).

WHEC, Rochester—Licensed to WHEC Inc.; 60% of stock owned by the Gannett Co. Inc., publisher of *Rochester Democrat & Chronicle* and *Rochester Times-Union;* 20% by Blanche M. Wheeler; 10% by Clarence Wheeler; 10% by F. P. Pickard.

NORTH CAROLINA

WWNC, Asheville — Licensed to Asheville Citizen-Times Inc., publisher of *Asheville Citizen* and *Times.*

WDNC, Durham — Licensed to Durham Radio Corp.; 100% owned by Durham Herald Co., publisher of *Durham Morning Herald* and *Sun.*

WSTP, Salisbury—Licensed to Piedmont Broadcasting Co.; 94 out of 300 shares owned by J. F. Hurley Jr., publisher of *Salisbury Post.*

WSJS, Winston-Salem — Licensed to Piedmont Publishing Co., publisher of *Winston-Salem Journal* and *Twin City Sentinel.*

NORTH DAKOTA

WDAY, Fargo—Licensed to WDAY Inc.; 44.44% of stock owned by stockholders of Forum Publishing Co., publisher of *Fargo Forum;* 33.34% of stock owned by E. C. Reineke; 22.22% of stock owned by C. H. Reineke.

OHIO

WICA, Ashtabula — Licensed to WICA Inc.; 94% of stock owned by C. A. Rowley, publisher of the *Ashtabula Star-Beacon, Geneva Free Press, Painesville Telegraph, Conneaut News* and *Herald,* all Ohio dailies.

WHBC, Canton — Licensed to Ohio Broadcasting Co., subsidiary of Brush-Moore Newspapers Inc., publisher of *Canton Repository.*

WCPO, Cincinnati — Licensed to Scripps-Howard Radio Inc.; 100% owned by E. W. Scripps Co., chief stockholders in Scripps-Howard Newspapers (*Cincinnati Post*).

WHK, Cleveland—Licensed to U. B. Company; of 1,000 shares, 756 6/24 owned by Plain Dealer Publishing Co., publisher of *Cleveland Plain Dealer* and chief owner of *Cleveland News;* 243 18/24 shares owned by Monroe F. and Ruth Rubin.

WCLE, Cleveland—Licensed to Cleveland Radio Broadcasting Corp.; 100% of stock held by U. B. Company. (See WHK, Cleveland).

WBNS, Columbus — Licensed to WBNS Inc.; 28% of stock held by Edgar T. Wolfe, publisher of *Ohio State Journal;* 24% by Richard S. Wolfe, officer and director of *Ohio State Journal* and of *Columbus Dispatch;* 24% by Preston Wolfe, director of *Columbus Dispatch;* 24% by Robert Wolfe.

WHKC, Columbus — Licensed to Associated Radiocasting Corp.; 100% owned by Radio Air Service Corp., same ownership as *Cleveland Plain Dealer.*

WHIO, Dayton — Licensed to Miami Valley Broadcasting Corp.; same ownership as *Dayton Daily News, Springfield* (O.) *News, Springfield* (O.) *Sun,* and *Miami Daily News.*

WKBN, Youngstown — Licensed to WKBN Broadcasting Corp.; 40.5% of stock owned by Plain Dealer Publishing Co., publisher of *Cleveland Plain Dealer* and chief owner of *Cleveland News;* 45.8% owned by W. P. Williamson Jr., manager of WKBN; 13.5% owned by W. P. Williamson.

WFMJ, Youngstown — CP issued to William F. Maag Jr., publisher of *Youngstown Vindicator.*

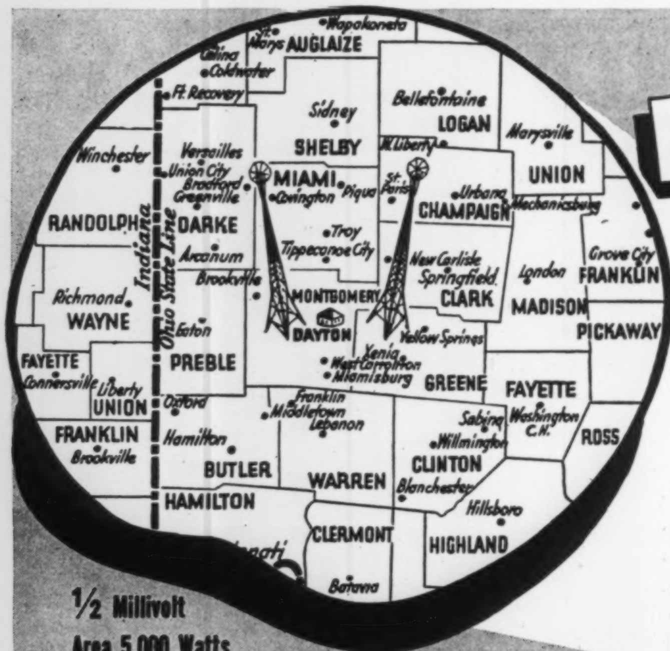
OKLAHOMA

KVSO, Ardmore—Licensed to Ardmoreite Publishing Co. Inc., publisher of *Ardmore Daily Ardmoreite.*

KCRC, Enid—Licensed to Enid Radiophone Co.; all stock owned by same interests owning Enid Publishing Co., publisher of *Enid News* and *Enid Eagle.*

KBIX, Muskogee — Licensed to Oklahoma Press Publishing Co., publisher of *Muskogee Daily Phoenix* and *Muskogee Times-Democrat* (Interlocking ownership with *Springfield* (Mo.) *News* and *Press*).

KTOK, Oklahoma City—Licensed to Oklahoma Broadcasting Co. Inc.; 66% of stock owned by Harold V. Hough, circulation manager, 16-2/3% by J. M. North, editor, and 16-2/3% by B. N. Honea, business manager, of *Fort Worth* (Tex.) *Star-Telegram.*



Wapakoneta
St. Marys
AUGLAIZE
Celina
Coldwater
Ft. Recovery
Bellefontaine
LOGAN
Sidney
SHELBY
W. Liberty
Marysville
Winchester
Versailles
Union City
Bradford
Greenville
MIAMI
Covington
Piqua
St. Paris
Urbana
UNION
Mechanicsburg
RANDOLPH
DARKE
Troy
CHAMPAIGN
Indiana
Ohio State Line
Arcanum
Tippecanoe City
New Carlisle
Springfield
Grove City
London
FRANKLIN
Brookville
Richmond
WAYNE
MONTGOMERY
CLARK
MADISON
PICKAWAY
Eaton
DAYTON
Yellow Springs
Xenia
FAYETTE
Connersville
PREBLE
West Carrollton
Miamisburg
GREENE
FAYETTE
Liberty
UNION
Oxford
Franklin
Middletown
Lebanon
Sabina
Washington C.H.
Wilmington
ROSS
FRANKLIN
Brookville
Hamilton
BUTLER
WARREN
CLINTON
Blanchester
HAMILTON
Hillsboro
CLERMONT
HIGHLAND
Batavia

½ Millivolt
Area 5,000 Watts
Retail Sales 1935, $661,023,000

BRIGHT SPOT

Any Year . . . Any Time

The primary area of WHIO, with its two million population, is big enough to produce quantity sales for any product — but it isn't too big for WHIO to get into the key towns and build community good will as well as listener loyalty.

BASIC MEMBER CBS
OWNED AND OPERATED BY
THE DAYTON DAILY NEWS
DAYTON, OHIO

WHIO

KOMA, Oklahoma City—Licensed to Hearst Radio Inc., affiliate of Hearst newspapers. (Under option to be sold to J. T. Griffin, Muskogee, Okla., chief owner of KTUL, Tulsa, Okla.)

WKY, Oklahoma City — Licensed to WKY Radiophone Co.; same stock owners as Oklahoma Publishing Co., publisher of *Oklahoma City Oklahoman, Oklahoma City Times* and *The Farmer Stockman.*

KGFF, Shawnee—Licensed to KGFF Broadcasting Co. Inc.; controlling stock interest (94%) owned by Stauffer Publication Co., Arkansas City, Ark., publisher of *Shawnee Morning News* and *Shawnee Evening Star;* same concern also owns or controls *Grand Island* (Neb.) *Independent, Arkansas City Traveler, Maryville* (Mo.) *Forum, Independence* (Kan.) *Reporter, Pittsburg* (Kan.) *Headlight & Sun;* corporately affiliated with same group are *Garden City* (Kan.) *Telegram. Pocatello* (Ida.) *Tribune; Boise* (Ida.) *State Journal,* and *Sante Fe New Mexican.*

KOME, Tulsa—Licensed to Harry Schwartz, president of Tulsa Federation of Labor and business manager of monthly *Unionist Journal.*

OREGON

KAST, Astoria—Licensed to Astoria Broadcasting Co.; 37% of stock owned by M. R. Chessman, publisher of *Astoria Astorian-Budget;* 24% owned by E. B. Aldrich, publisher of the *Pendelton East Oregonian;* 29% by Dorothy Engle, Portland, Ore.

KBND, Bend—CP issued to the *Bend Bulletin.*

KLBM, La Grande — Licensed to Harold N. Finley, publisher of *La Grande Morning Observer,* and Mrs. Eloise Finley, his mother, as partners.

KOOS, Marshfield—Licensed to Sheldon F. Sackett, publisher of *Coos Bay Times,* Marshfield; the *Eugene News* and co-publisher of the *Salem Statesman.*

KALE, Portland—Licensed to KALE Inc.; 33 1/3% of stock owned by *Portland Oregon Journal;* 33 1/3% by C. W. Myers; 33 1/3% by C. R. Hunt.

KEX, Portland — Licensed to Oregonian Publishing Co., publisher of *Portland Oregonian.* (Operated under lease from NBC.)

KGW, Portland — Licensed to Oregonian Publishing Co., publisher of *Portland Oregonian.*

KOIN, Portland—Licensed to KOIN Inc.; 25% of stock owned by *Portland Oregon Journal,* 52½% owned by C. W. Myers; 22½% owned by C. R. Hunt.

KRNR, Roseburg—Licensed to The News-Review Co., publishers of *Roseburg News-Review* and *Klamath Falls* (Ore.) *Herald-News;* same interests also own 20% interest in *Medford* (Ore.) *Mail-Tribune.*

PENNSYLVANIA

WSAN, Allentown — Licensed to WSAN Inc., subsidiary of *Allentown Call.*

WEST, Easton—Licensed to Associated Broadcasters Inc.; same ownership as *Lancaster* (Pa.) *New Era* and *Lancaster Intelligencer-Journal* (Mason-Dixon Group).

WHP, Harrisburg—Licensed to WHP Inc.; 74.6% of stock owned by Telegraph Printing Co., publisher of *Harrisburg Telegraph;* 11.4% owned by Sam Pickard.

WKBO, Harrisburg — Licensed to Keystone Broadcasting Corp.; 75% of stock owned by Telegraph Printing Co., publisher of *Harrisburg Telegraph;* 12% each by B. F. and N. R. Hoffman, Harrisburg.

WAZL, Hazleton—Licensed to Hazelton Broadcasting Service Inc.; same ownership as *Lancaster* (Pa.) *New Era* and *Lancaster Intelligencer-Journal* (Mason-Dixon Group).

WJAC, Johnstown — Licensed to WJAC Inc.; 100% owned by Johnstown Tribune Publishing Co., publisher of *Johnstown Tribune.*

WGAL, Lancaster — Licensed to WGAL Inc.; same ownership as *Lancaster New Era* and *Lancaster Intelligencer-Journal* (Mason-Dixon Group).

WHAT, Philadelphia — Licensed to Independence Broadcasting Co. Inc., subsidiary of Public Ledger Inc., publisher of *Philadelphia Public Ledger.* (Sale to Bonwit-Teller & Co., department store, pends FCC approval.)

WCAE, Pittsburgh—Licensed to WCAE Inc.; same ownership as *Pittsburgh Sun-Telegraph* (Hearst Radio Inc.).

WWSW, Pittsburgh — Licensed to Walker & Downing Radio Corp., subsidiary of Pennsylvania Newspaper Co. (Paul Block, president), publisher of the *Pittsburgh Post-Gazette.*

WQAN, Scranton — Licensed to the *Scranton Times.*

WPIC, Sharon—Licensed to *Sharon Herald* Broadcasting Corp.; same stockholders as *Sharon Herald.*

WKOK, Sunbury—Licensed to Sunbury Broadcasting Corp.; 37½% of stock each owned by H. H. Haddon and B. A. Beck, chief owners of *Sunbury Item;* 25% by George W. Beck.

WRAK, Williamsport — Licensed to WRAK Inc.; 66 2/3% of stock owned by Sun Gazette Co., publisher of *Williamsport Gazette & Bulletin* and *Williamsport Sun;* 33 1/3% owned by R. T. S. Steele, Williamsport.

WORK, York — Licensed to York Broadcasting Co.; same ownership as *Lancaster* (Pa.) *New Era* and *Lancaster Intelligencer - Journal* (Mason-Dixon Group).

SOUTH CAROLINA

WAIM, Anderson—Licensed to Wilton E. Hall, publisher of *Anderson Independent and Anderson Mail.*

WFBC, Greenville — Licensed to Greenville News-Piedmont Co., publisher of *Greenville News* and *Greenville Piedmont.*

SOUTH DAKOTA

WNAX, Yankton — Licensed to WNAX Broadcasting Co.; controlled by Gardner Cowles Jr., executive editor of the *Des Moines Register & Tribune.*

TENNESSEE

WTJS, Jackson — Licensed to Sun Publishing Co. Inc., publisher of *Jackson Sun.*

WNOX, Knoxville — Licensed to Scripps-Howard Radio Inc., subsidiary of E. W. Scripps Co., chief stockholder in Scripps-Howard Newspapers (*Knoxville News-Sentinel*).

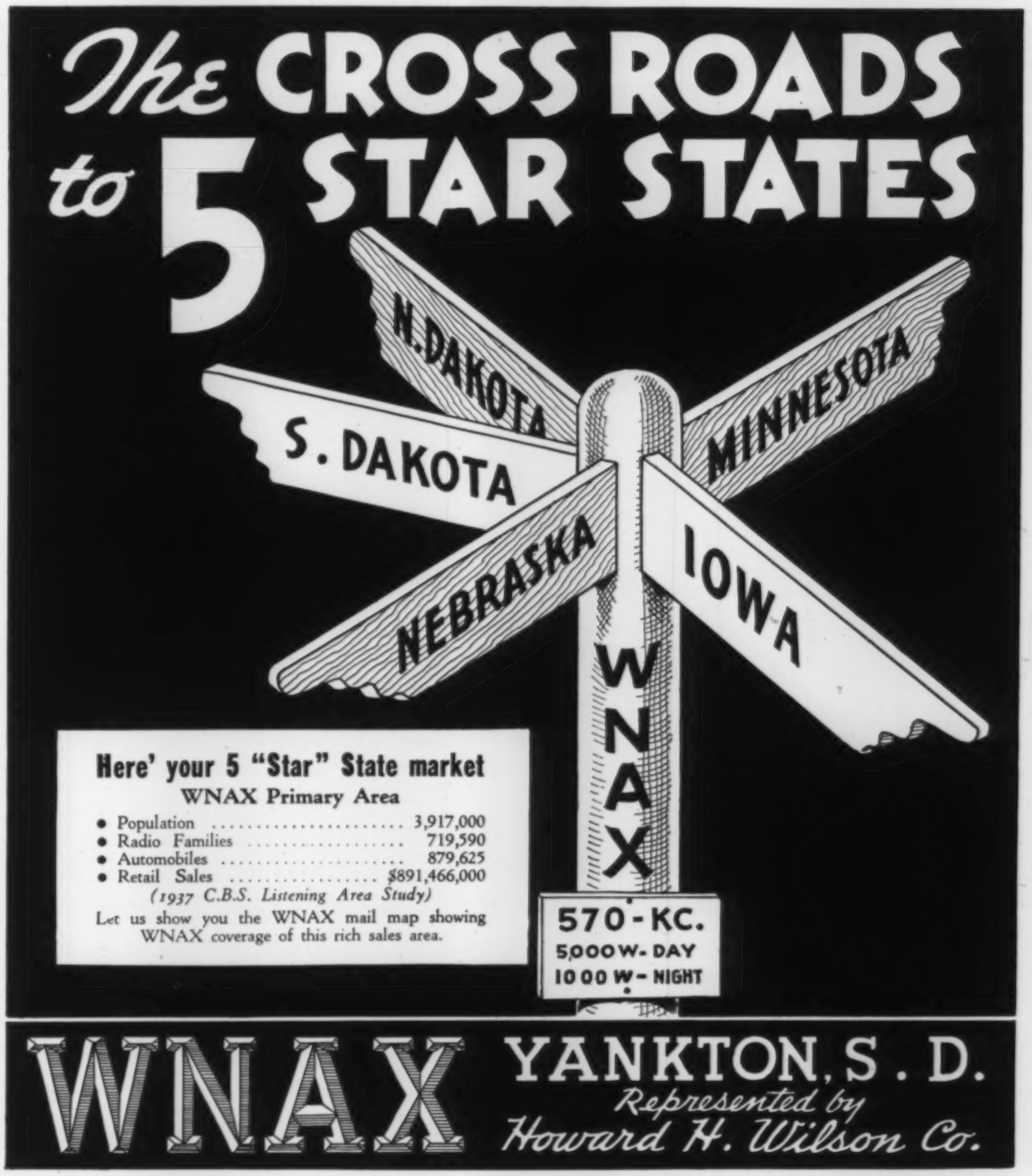
WMC, Memphis—Licensed to Memphis Commercial Appeal Co., publisher of *Memphis Commercial Appeal,* a Scripps-Howard newspaper.

WNBR, Memphis—Licensed to *Memphis Press Scimitar,* also a Scripps-of Memphis Commercial Appeal Co. (See WMC.)

TEXAS

KRBC, Abilene—Licensed to Reporter Broadcasting Co.; 56% of stock owned by M. Bernard Hanks, director and a principal stockholder in *Abilene Reporter, Abilene News, Sweetwater Reporter. Big Spring Herald, Paris News, Corpus Christi Caller-Times,* all in Texas; 10% owned by Houston Harte, director and a principal stockholder in *San*

(*Continued on page 224*)



Here' your 5 "Star" State market

WNAX Primary Area

• Population	3,917,000
• Radio Families	719,590
• Automobiles	879,625
• Retail Sales	$891,466,000

(1937 C.B.S. Listening Area Study)

Let us show you the WNAX mail map showing WNAX coverage of this rich sales area.

WNAX YANKTON, S. D.
Represented by Howard H. Wilson Co.

Newspaper Ownership and Control of Broadcasting Stations

(Continued from page 223)

Angelo Standard, San Angelo Times, Sweetwater Reporter, Big Spring Herald, Paris News, Corpus Christi Caller-Times; Marshall News-Messenger; 20% owned by George S. Anderson, secretary of Reporter Publishing Co.

KGNC, Amarillo—Licensed to Plains Broadcasting Co.; 80% of stock owned by Globe News Publishing Co. Inc., publisher of *Amarillo Globe* and *News;* 10% owned by *Globe-News* employes pool; 6% by O. L. Taylor; 3% by Wesley Izzard; 1% by De Witt Landis. Same interests also control *Lubbock Avalanche, Lubbock Journal, Midland Reporter-Telegram, Dalhart Texan, Shamrock Texan, Childress Index*, all in Texas, and *Atchison* (Kan.) *Globe* and *Falls City* (Neb.) *Journal.*

KNOW, Austin — Licensed to KUT Broadcasting Co.; affiliated with Hearst Radio Inc. (Under purchase option to Frontier Broadcasting Co. Inc., 50% owned by E. S. Fentress, publisher of *Waco News-Tribune.*)

KBST, Big Spring—Licensed to Big Spring Herald Broadcasting Co.; 51% owned by J. W. Galbraith, publisher of *Big Spring Herald;* 24.5% by M. B. Hanks, Abilene; 24.5% by Houston Harte, San Angelo (see KRBC, Abilene).

KRIS, Corpus Christi — Licensed to Gulf Coast Broadcasting Co.; 45% owned by W. G. Kinsolving, publisher of *Corpus Christi Caller-Times*, and 50% by Tilford Jones, Houston; directors include Houston Harte, *San Angelo Standard-Times* and Bernard Hanks, *Abilene Reporter-News* (see KRBC, Abilene).

KRLD, Dallas — Licensed to KRLD Radio Corp.; subsidiary of Times-Herald Printing Co., publisher of *Dallas Times-Herald.*

WFAA, Dallas — Licensed to A. H. Belo Corp., publisher of *Dallas News* and *Dallas Journal.*

KROD, El Paso—Construction permit issued to D. D. Roderick, publisher of *El Paso Times.*

KGKO, Fort Worth — Licensed to Wichita Falls Broadcasting Co.; 99% owned by Amon Carter, publisher of *Fort Worth Star-Telegram*, and removal from Wichita Falls into Fort Worth authorized.

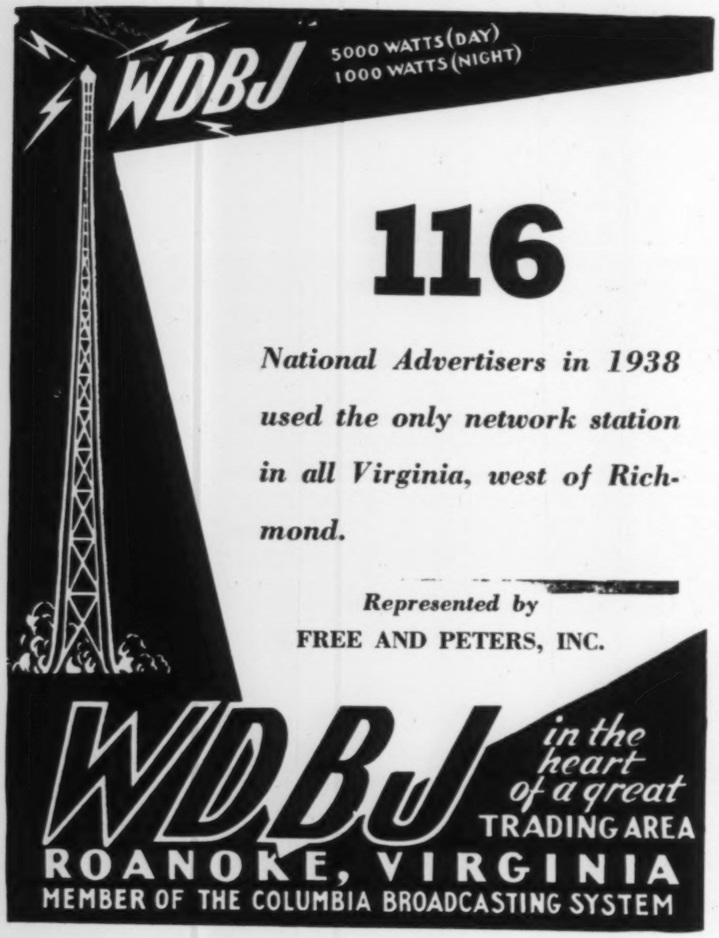
WBAP, Fort Worth — Licensed to Carter Publications Inc., publisher of *Fort Worth Star-Telegram.*

KGVL, Greenville — CP issued to Hunt Broadcasting Association (Fred E. Horton, publisher of *Greenville Banner;* J. L. Collins, hotel owner; Nobel W. Young, merchant).

KPRC, Houston—Licensed to Houston Printing Co., publisher of *Houston Post;* 85.13% of stock owned by Houston Printing Co.; 13.49% owned by Fidelity Securities Co.

KTRH, Houston—Licensed to KTRH Broadcasting Co., subsidiary of Houston Chronicle Publishing Co., publisher of *Houston Chronicle.*

KXYZ, Houston—Licensed to Harris County Broadcast Co.; interlocking ownership in part with *Houston Chronicle* and *Houston Post.*



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National Advertisers in 1938 used the only network station in all Virginia, west of Richmond.

Represented by
FREE AND PETERS, INC.

ROANOKE, VIRGINIA
MEMBER OF THE COLUMBIA BROADCASTING SYSTEM

KOCA, Kilgore — Licensed to Oil Capitol Broadcasting Ass'n.; 20% owned by Tom E. Foster, editor of *Kilgore Daily News.*

KFYO, Lubbock—Licensed to Plains Radio Broadcasting Co.; 80% of stock owned by Globe-News Publishing Co., publisher of *Lubbock Avalanche* and *News* (see KGNC, Amarillo).

KPDN, Pampa — Licensed to R. C. Hoiles, publisher of *Pampa Daily News. Santa Ana* (Cal.) *Register, Clovis* (N. M.) *News-Journal*, and *Bucyrus* (O.) *Telegraph-Forum.*

KPLT, Paris — Licensed to North Texas Broadcasting Co.; 50.13% of stock owned by A. G. Mayse, publisher of *Paris News;* 24.93% owned by M. B. Hanks, Abilene; 24.93% owned by Houston Harte, San Angelo (see KRBC, Abilene).

KIUN, Pecos — Licensed to Jack W. Hawkins and Barney H. Hubbs, publishers of *Pecos Enterprise.*

KGKL, San Angelo — Licensed to KGKL Inc.; 33% of stock owned by Houston Harte, publisher of *San Angelo Standard* and *San Angelo Times* (see KRBC, Abilene); 33% by Herbert O. Taylor, business manager of the newspapers; remainder of stock variously held by local residents.

KTSA, San Antonio — Licensed to KTSA Broadcasting Co., subsidiary of Hearst Radio Inc., affiliated with Hearst newspapers (*San Antonio Light*).

KRRV, Sherman — Licensed to Red River Valley Broadcasting Corp; 30% of stock owned by G. I. Wilcox, publisher of *Sherman Democrat;* 10% owned by George H. Wilcox, general manager of *Sherman Democrat;* 10% owned by J. Newell Johnston, managing editor of *Sherman Democrat;* 16% owned by L. M. Sepaugh, Shreveport; 17% owned by R. M. Dean, Shreveport; 17% owned by T. B. Lanford, Shreveport.

KTEM, Temple — Licensed to Bell Broadcasting Co.; 10% of stock owned by Walter R. Humphrey, publisher of *Temple Telegram;* 85% owned by Ruth Mayborn, *Temple Telegram;* 5% owned by J. C. Mitchell, Temple.

KCMC, Texarkana—See Arkansas.

WACO, Waco — Licensed to KTSA Broadcasting Co., affiliated with Hearst Radio Inc. (under purchase option to Frontier Broadcasting Co., 50% owned by E. S. Fentress, publisher of *Waco News Tribune.*)

KGRV, Weslaco — Licensed to KGRV Inc.; one-third of stock each held by O. L. Taylor and Gene Hawe (see KGNC, Amarillo, and KFYO, Lubbock) and T. E. Snowden, Atchison, Kan.

KVWC, Vernon—CP issued to Northwestern Broadcasting Co., of which R. H. Nichols, publisher of the *Vernon Daily Record* is one-third partner.

UTAH

KLO, Ogden—Licensed to Interstate Broadcasting Corp.; 67.93% of stock owned by A. L. Glassman, publisher of *Ogden Standard-Examiner;* remainder of stock variously held.

KSL, Salt Lake City — Licensed to Radio Service Corp. of Utah; 19.55% of stock owned by John F. Fitzpatrick, publisher of *Salt Lake Tribune* and *Salt Lake Telegram;* 50.05% held by Sylvester Q. Cannon, presiding bishop of Latter Day Saints Church; remainder of stock variously held.

VERMONT

WCAX, Burlington—Licensed to Burlington Daily News Inc., publisher of *Burlington Daily News.*

VIRGINIA

WTAR, Norfolk—Licensed to WTAR Radio Corp.; subsidiary of Norfolk Newspapers Inc., publisher of *Norfolk Ledger-Dispatch* and *Norfolk Virginia-Pilot;* same interests control *Richmond Times-Dispatch.*

WPIV, Petersburg—CP issued to Petersburg Newspaper Corp., publisher of *Petersburg Progress-Index* (interlocking stock ownership with WTAR and WRTD).

WRNL, Richmond — Licensed to WLBG Inc.; 60% owned by John Stewart Bryan, publisher of *Richmond News-Leader;* 20% by Tennant Bryan, *Richmond News-Leader;* 20% by Douglas S. Freeman, editor, *Richmond News-Leader.*

WRTD, Richmond — Licensed to Times Publishing Co., publisher of *Richmond Times-Dispatch;* same interests as WTAR, Norfolk.

WDBJ, Roanoke—Licensed to Times-World Corp., publisher of *Roanoke Times* and *Roanoke World-News.*

WASHINGTON

KWLK, Longview—Licensed to Twin City Broadcasting Corp.; 25% of stock owned by John McClelland, publisher of *Longview Daily News;* 34% by Ray McClung, president of *Merced* (Cal.) *Daily Star*, which operates KYOS, Merced.

KVAN, Vancouver — CP issued to Vancouver Radio Corp.; 97½% of stock owned by Sheldon F. Sackett, publisher of *Coos Bay Times*, Marshfield, *Eugene News*, and copublisher of *Salem Statesman.*

WEST VIRGINIA

WJLS, Beckley—CP issued to Joe L. Smith Jr., minority stockholder in Beckley Newspaper Corp., publisher of *Beckley Post-Herald* and *Raleigh Register.*

WHIS, Bluefield—Licensed to Daily Telegraph Printing Co., publisher of *Bluefield Daily Telegraph* and *Bluefield Sunset News.*

WBLK, Clarksburg—Licensed to Exponent Co., publisher of *Clarksburg Exponent.*

WCHS, Charleston — Licensed to Charleston Broadcasting Corp., owned by interests headed by John A. Kennedy, publisher of *Clarksburg Exponent.*

WSAZ, Huntington—Licensed to WSAZ Inc.; 52% of stock owned by Huntington Publishing Co., publisher of *Huntington Advertiser* and *Huntington Herald-Dispatch;* 48% owned by W. C. McKellar.

WPAR, Parkersburg — Licensed to Ohio Valley Broadcasting Co.; same interests also control WBLK and WCHS.

WISCONSIN

KFIZ, Fond du Lac—Licensed to Reporter Printing Co., publisher of *Fond du Lac Commonwealth Reporter.*

WCLO, Janesville — Licensed to Gazette Printing Co., publisher of *Janesville Daily Gazette.*

WEAU, Eau Claire — Licensed to Central Broadcasting Co.; 24 1/3% of stock owned by Eau Claire Press Co., publisher of *Eau Claire Telegram* and *Eau Claire Leader;* 40% owned by Elizabeth Murphy, wife of publisher of *Superior* (Wis.) *Telegram;* 18-2/3% owned by Walter C. Bridges, manager of WEBC, Duluth, Minn.; 14-1/3% owned by Morgan Murphy, publisher of *Superior Telegram.*

WKBH, LaCrosse — Licensed to WKBH Inc.; minority stock interest held by *LaCrosse Tribune* and *Leader-Press:* majority stock owned by Harry Dahl, president of G. Heileman Co., automobile agency.

WIBA, Madison—Licensed to Badger Broadcasting Co. Inc.; 66 2/3% of stock owned by Capital Times Co. Inc., publisher of *Madison Capital-Times;* other stockholders and directors include officers of Wisconsin State Journal Publishing Co., publisher of *Wisconsin State Journal*, Madison.

WISN, Milwaukee—Licensed to Hearst Radio Inc.; affiliated with *Milwaukee Sentinel* and *Milwaukee News*, Hearst newspapers.

WTMJ, Milwaukee—Licensed to The Journal Co., publisher of *Milwaukee Journal*.

WRJN, Racine—Licensed to Racine Broadcasting Corp.; 69% of stock owned by Frank S. Starbuck, publisher of *Racine Journal-Times:* 30% owned by H. S. Mann, general manager of *Racine Journal-Times*.

WJMC, Rice Lake—CP issued to Walter H. McGenty, publisher of the monthly *Stock & Dairy Farmer*, Duluth, Minn.

WHBL, Sheboygan — Licensed to Press Publishing Co., publisher of *Sheboygan Press*; 26.56% of stock owned by C. E. Broughton, publisher of *Sheboygan Press:* 36.72% owned by E. R. Bowler, Sheboygan attorney; 36.72% owned by Mr. & Mrs. M. A. Werner, Sheboygan.

WEBC, Superior — See WEBC, Duluth, Minn.

HAWAII

KGMB, Honolulu—Licensed to Honolulu Broadcasting Co. Ltd.; 24% of stock held by *Honolulu Star-Bulletin;* 55% by Pacific Theatres & Supply Co. Ltd.; 20% by Zion Securities Corp.

KGU, Honolulu — Owned by stockholders in *Honolulu Advertiser*.

KHBC, Hilo—Licensed to Honolulu Broadcasting Co. Ltd.; same ownership as KGMB, Honolulu.

KTOH, Lihue—CP issued to Garden City Publishing Co. Ltd., publisher of *Garden City Republican*, weekly.

ALASKA

KFAR, Fairbanks — CP issued to Midnight Sun Broadcasting Co.; 224 of 250 shares owned by A. E. Lathrop, Alaska industrialist, who also publishes the *Fairbanks News Miner*.

CANADA

CHNS, Halifax, N. S. — Owned by publishers of *Halifax Herald* and *Mail*.

CJHC, Halifax, N. S.—Construction permit issued to the Chronicle Co. Ltd., publisher of the Halifax *Chronicle* and *Star*.

CKAC, Montreal — Owned by *Montreal La Presse*.

CHLP, Montreal — Owned by *Montreal La Patrie*.

CKCK, Regina, Sask.—Owned by *Regina Leader-Post*.

CFAC, Calgary, Alta. — Owned by *Calgary Herald*.

CJCJ, Calgary, Alta.—Owned by *Calgary Albertan*.

CJCA, Edmonton, Alta. — Owned by *Edmonton Journal*.

CKCD, Vancouver, B. C.—Owned by *Vancouver Daily Province*.

CFJC, Kamloops, B. C. — Owned by *Kamloops Sentinel*.

CKOV, Kelawna, B. C. — Affiliated (corporate) with *Kelawna Courier*, *Vernon News* and *Penticton Herald* (weeklies).

CHSJ, St. John, N. B. — Controlled by *St. John Telegraph-Journal* and *Times-Globe*.

CFCH, North Bay, Ont.—Affiliated (corporate) with *Timmins* (Ont.) *Press*.

CJKL, Kirkland Lake, Ont. — Affiliated (interlocking control) with *Timmins*, (Ont.) *Press*.

CKGB, Timmins, Ont. — Affiliated (corporate) with *Timmins Press*.

CFPL, London, Ont. Owned by *London Free Press*.

CFRC, Kingston, Ont. — Licensed to Queen's University but operated on partnership basis with *Kingston Whig-Standard*.

CKCO, Sudbury, Ont. — Licensed to *Sudbury Star*.

CFOS, Owen Sound, Ont.—Licensed to *Owen Sound Sun-Times*.

CHLN, Three Rivers, Que.—Licensed to *La Nouvelliste*, French language daily.

CHLT, Sherbrooke, Que. — Licensed to *Sherbrooke La Tribune*, French language daily.

CKCW, Moncton, N. B.—Licensed to Moncton Broadcasting Co. Ltd. Stock partially held by *Moncton Transcript*, *Moncton Times* and New Brunswick Publishing Co., publisher of *St. John Telegraph-Journal* and *Times-Globe*.

CKFC, Vancouver — Licensed to Standard Broadcasting System Ltd.; controlled by *Vancouver Sun*.

CHNB, North Battleford, Sask.—CP issued to C. R. McIntosh, publisher of *North Battleford News*.

NEW, Nelson, B. C.—CP issued to *Nelson Daily News*.

Stations Under Option To Be Sold to Newspapers

As of January 15, 1939

(*Pending FCC Approval*)

KCRJ, Jerome, Ariz.—60% control under sale option to Mrs. Della Tovrea Stuart, wife of W. P. Stuart, publisher of *Prescott* (Ariz.) *Courier*.

KHSL, Chico, Cal., and **KVCV**, Redding, Cal.—Under purchase option to Ray McClung, co-publisher of *Merced* (Cal.) *Sun-Star*, 150 shares; Horace E. Thomas, publisher of *Marysville* (Cal.) *Appeal-Democrat*, 75 Shares; Stanley R. Pratt, Chico, 75 shares.

WCAD, Canton, N. Y.—Under option to be operated under lease from St. Lawrence University by *Watertown Times* and to be moved into Watertown, N. Y.

WFAS, White Plains, N. Y.—Under option to be sold to J. Noel Macy and Valentine E. Macy Jr., Westchester County Publishers Inc. (*Yonkers Herald-Statesman*, *Tarrytown News*, *Port Chester Item*, *Ossining Citizen Register*, *Mt. Vernon Argus*, *New Rochelle Standard-Star*, *Mamaroneck Times*).

KTSA, San Antonio, Tex. — Under sale option by Hearst Radio Inc. to Gene Howe, publisher of *Amarillo News & Globe*, and O. T. Taylor (See KGNC, Amarillo).

WGH, Newport News, Va.—Control under sale option to publishers of *Newport News Daily News* and *Times-Herald*.

WACO, Waco, Tex., and **KNOW**, Austin, Tex.—Under purchase option to Frontier Broadcasting Co., 50% owned by E. S. Fentress, publisher of *Waco News-Tribune*.

WAAW, Omaha, Neb.—Under sale option to publishers of *Omaha World-Herald*.

WPTF, Raleigh—Under option to be sold to group of 33 citizens of North Carolina, including Gordon Gray, publisher of *Winston-Salem Journal* and *Twin City Sentinel*, and Frank A. Daniels II, treasurer, *Raleigh News & Observer*.

It Pays to Advertise

in

BROADCASTING

IN NEW YORK

HOTEL

McALPIN

"A Great Hotel"

McALPIN
IS NEAR TO
BUSINESS CENTERS
Empire State Building ½ block away.
ENTERTAINMENT CENTERS
3 Minutes to Times Square.
SHOPPING AREA
In the vicinity of the city's largest department stores.
1 BLOCK FROM PENNSYLVANIA R. R. STATION
7 MINUTES TO GRAND CENTRAL TERMINAL
B. & O. MOTOR COACHES STOP AT OUR DOOR

FROM $3 A DAY, SINGLE • *FROM* $4.50 DOUBLE
LARGE, BRIGHT ROOMS, NEWLY FURNISHED!
NEWLY DECORATED! EACH WITH PRIVATE BATH!
2 POPULAR PRICED RESTAURANTS

HOTEL

McALPIN

BROADWAY AT 34th STREET, NEW YORK

Under KNOTT Management JOHN J. WOELFLE, *Manager*

Program Ideas and Titles

A Summary-Index of Successful Programs Reported in *BROADCASTING* Magazine During 1937 and 1938

Advertising & Promotion

Mountain Copper: Merchandising program series for copper by-products, handled by Kelso Norman Organization. 2-1-37, p. 34.

Sponsored Events: Programs tied in on occasion with special events like *National Pharmacy Week*, cooperatively sponsored as participating programs, on KYOS, Merced, Cal. 11-15-38, p. 51.

Inform-O-Gram: Lead-in news or helpful hints paragraph tying up with commercial announcements, on WTMJ, Milwaukee. 11-15-38, p. 57.

Classified Page of the Air: Participating program specializing in commercials too small for regular sponsorship, on WAAW, Omaha. 12-15-38, p. 34.

Quick Ad Service: Daily quarter-hour of radioed want ads, on WIS, Columbia, S. C. 6-15-38, p. 30.

We're In the Money: Radio promotion tying in with city-wide Buck Sale merchandising scheme, on KFRO, Longview, Tex. 9-1-37, p. 84.

Oscar & Elmer: Negative advertising commercial series, on KPDN, Pampa, Tex. 2-1-37, p. 30.

Voice of Opportunity: Buy-and-sell-anything feature, with $1 spots sold to listeners with something to sell, on KFVD, Los Angeles. 4-1-37, p. 88.

Bargain-a-Minute: Solid commercial quarter-hour, on WTMJ, Milwaukee. 8-15-38, p. 24.

Out of Season: Commercials for cold-weather merchandise carried with temperature of 100 in the shade, on WMPS, Memphis. 9-1-38, p. 16.

Buyers & Sellers Club: Thrice-daily classified ad program, on WSAR, Fall River, Mass. 4-15-38, p. 58.

Charity

Good Neighbors: Weekly dramatizations of case histories of needy families, on CKLW, Detroit-Windsor. 7-1-38, p. 66.

Shadows & Substance: Holiday charity series, on WAAF, Chicago. 12-15-38, p. 40.

Where Does the Money Go? Listeners find out what happens to their charitable contributions in programs originating from orphans' asylum, goodwill industries headquarters, children's hospital and boys' club, on WTMJ, Milwaukee. 5-1-38, p. 61.

Christmas Cupboard Party: Holiday charity promotion, on WHB, Kansas City. 12-15-38, p. 39.

Tinfoil Club: Juvenile Christmas charity promotion, on KGNO, Dodge City, Kan. 4-15-37, p. 58.

Christmas Happiness Package: Designed to promote rural-urban Christmas package exchanges, program is built around Christmas charity idea and features talent of postal employes, on WCFL, Chicago. 12-15-38, p. 39.

Just Around the Corner Club: Christmas charity promotion, originated by KWK, St. Louis. 12-15-38, p. 39.

Texaco Nickel Club: Program built around campaign to collect fund for Christmas aid to needy, on CFCN, Calgary, Alta. 12-15-38, p. 20.

Civics and Government

With the City Fathers: Recorded proceedings of city council meetings, on WSPD, Toledo. 4-15-38, p. 58.

What Do You Know About Law? Information on practical effects of state and local legislation, on WBT, Charlotte. 1-15-38, p. 59.

Washington and You: National legislators give their personal views, on WHK, Cleveland. 3-15-38, p. 54.

Your City Government: Explanations of functions of Chicago's government by officials, on WJJD, Chicago. 7-1-37, p. 71.

The People's Business: Michigan taxpayers are told how their money is spent, on WJR, Detroit. 2-1-38, p. 56.

Business Speaks: Discussions of important legislation up in Washington, Albany, and New York, on WHN, New York. 2-15-38, p. 91.

Legislative Problems: Interviews with sponsors of bills in state legislature, on KFAB, Lincoln. 4-1-37, p. 82.

America's Flag Abroad: Dramatized stories of foreign diplomatic service, on WSM, Nashville. 2-1-37, p. 56.

Jewish Court of Arbitration: One-hour daily broadcasts from the Jewish Court of Arbitration of New York, on WLTH, Brooklyn. 1-1-37, p. 12.

Meet the Candidate: Nonpartisan discussion of the qualifications and such of political candidates from material gathered by questionnaire from candidates themselves, on WGAR, Cleveland. 11-15-38, p. 57.

Invisible Jury: Answers to legal questions and explanation of Oklahoma statutes, on KTUL, Tulsa. 5-15-37, p. 32.

News From Capitol Hill: Resume of state legislature's day, on KFYR, Bismarck. 4-1-37, p. 83.

Public Defenders in Criminal Cases: Discussions by members of National Lawyers' Guild in a weekly forum series, on WMCA, New York. 12-15-38, p. 54.

Our Federal Government: Weekly educational talks on how the national government operates, originating in Washington for WMCA, New York. 9-15-37, p. 62.

Your Vote: Talks on facts of local government, on WJJD, Chicago. 3-15-38, p. 66.

Know Your Government: Officials and educators explain the purpose, composition and activity of governments, on WIL, St. Louis. 10-15-38, p. 67.

Congress Today: Political chatter direct from Washington, on WOL, Washington. 1-15-37, p. 58.

The Capitol Speaks: Interviews with congressmen and legislators and explanations of legislative procedure, on KSTP, St. Paul. 4-1-37, p. 82.

Triumph of a City: Sponsored political series telling the story of the local administration's record, recorded by WBS and carried on WFBL and WSYR, Syracuse. 11-1-37, p. 57.

Women Voters: Government instruction for women, in cooperation with the New York State League of Women Voters, on WQXR, New York. 5-15-38, p. 60.

The Taxpayer's Dollar: Educational program to inform school children of coming responsibilities, on CKY, Winnipeg. 5-15-38, p. 61.

From the Mayor's Office: Weekly quarter-hour interviews on civic government, on WMAS, Springfield. 4-15-38, p. 81.

March of Progress: Salutes to retail merchants and distributors of Utah, on KDYL, Salt Lake City. 7-1-37, p. 70.

Fanfare Salutes: Salutations to nearby fairs and celebrations, on WREC, Memphis. 11-15-37, p. 55.

The Civic Forum: Informal discussions by local and state leaders, on KDYL, Salt Lake City. 3-1-37, p. 54.

Arkansas on Parade: Weekly booster-salute show, produced by and for a different community each time, on KARK, Little Rock. 9-15-37, p. 63.

Tourist Radio Register: As tourists are reported arriving in town a bell is rung, on WIOD, Miami. 2-15-38, p. 91.

Welcome, Stranger: Newcomers to community gather in studio and are greeted by city mayor, on WBT, Charlotte. 9-15-37, p. 63.

Saturday Knights of the Round Table: Local citizens, representing all businesses, professions and vocations, discuss all sorts of questions, on WKRC, Cincinnati. 10-15-38, p. 55.

The March of Minnesota: Live symphony music and interviews with state leaders, on WCCO, Minneapolis. 12-15-37, p. 67.

Your Los Angeles: Weekly dramatizations to acquaint listeners with various departments of the city government, on KFWB, Los Angeles. 2-15-38, p. 91.

Playground Tour: Civic safety promotion designed to encourage children's summer play at city-supervised playgrounds, on WTMJ, Milwaukee. 8-1-37, p. 42.

Community Forum: Civic leaders speak under auspices of United Charities Assn. of St. Louis, on KSD, St. Louis. 7-15-37, p. 62.

Detroit on Parade: Commentator reviews imaginary parade, describing outstanding features of local business organizations, on WJBK, Detroit. 9-1-38, p. 56.

Little Known Facts About Longview: Chats with elderly residents in their parlors, on KFRO, Longview, Tex. 3-15-38, p. 66.

Editors' Roundtable: Small town editors discuss the problems of their communities, on KSTP, St. Paul. 12-15-37, p. 66.

California's Hour: Goodwill program for California chain stores, sponsored by California Chain Stores Assn. on KHJ, Los Angeles, and Don Lee-CBS. 1-1-37, p. 57.

Civic Salute: Salutes to neighboring towns, featuring local talent, on WINS, New York. 5-1-37, p. 54.

Howdy, Neighbor: Salutes for neighbor cities, on KFAB, Lincoln. 9-1-37, p. 36.

Public Square: Remote broadcasts from neighboring small towns, with speeches by civic leaders and representatives of local organizations, on WGAR, Cleveland. 7-15-38, p. 66.

Salute of Nations: Salute series heralding opening of New York World's Fair, world-wide, on CBS, NBC, MBS, CBC and foreign stations. 12-15-38, p. 28.

Romance of Ft. Wayne Business: Bank-sponsored dramatic tributes to local businesses, on WGL, Fort Wayne. 6-15-37, p. 15.

An Orchid to You: Series saluting local citizens, with an orchid from the florist-sponsor to the salutee each week, on KARK, Little Rock. 12-15-38, p. 40.

Meet the Merchant: Sustainer originating in local chamber of commerce offices, with business men telling histories of their firms and commenting on current trends, on WSOC, Charlotte, N. C. 6-1-38, p. 46.

Contests

My Error: Teams compete in detecting errors in sentences read by announcer, on WEVD, New York. 8-1-38, p. 34.

Quotation-Location: Listeners try to spot famous quotations, on WBT, Charlotte. 8-15-38, p. 75.

Spell-Ball: Spelling bee with words evaluated in baseball terms according to difficulty, on WSPD, Toledo. 8-1-38, p. 34.

Search for Personality: Amateur announcers read and listeners compete in associating each voice with the physical characteristics of the speaker, on KGVO, Missoula, Mont. 7-15-38, p. 49.

Are You Listening? Listener-attraction contest, with theatre tickets to listener calling studio within 5 minutes after mention of their names on the program, on KFRO, Longview, Tex. 8-1-37, p. 71.

Audiographs: Contest series based on guessing the meaning of sound effects, on WWSW, Pittsburgh. 5-1-37, p. 54.

Syncopated Riddles: Musical contest program, on KMO, Tacoma. 5-15-38, p. 60.

Riddle Me This: Riddle program, sponsored on WATL, Atlanta. 2-1-38, p. 56.

Let's Play Games: Parlor game program, on WOR, Newark. 7-1-37, p. 70.

Guffaw Club: Weekly contest program, with prizes for best laughers, on WKRC, Cincinnati. 7-1-38, p. 32.

Tie the Titles: Prizes awarded for cleverest short story using song titles verbatim, on KGVO, Missoula. 1-1-38, p. 54.

Duck Calling Contest: Finals of third annual duck calling event at Stuttgart, Ark., on KARK, Little Rock. 12-1-38, p. 48.

You, the Unseen Jury: Crime clue contest centering around a simulated courtroom trial, daily on WEAF, New York. 5-15-38, p. 60.

Readin' & Writin': Combined spelling and pronouncing bee, on WDRC, Hartford. 5-1-37, p. 54.

Tongue Twister Tournaments: Pronunciation contest, with prizes for tongue-twisters, on KDKA, Pittsburgh. 10-15-38, p. 54.

Word Game: Contestants compete in giving correct word meanings, synonyms and antonyms, on CBS. 5-1-38, p. 60.

The Three B's: Spelling, pronunciation and word marathon bees, on KLZ, Denver. 1-15-38, p. 58.

Pot o' Gold: Listener-response contest, on WPAY, Portsmouth, O. 12-15-37, p. 66.

Word Bee: Spelling game, on KDYL, Salt Lake City, 11-1-38, p. 57.

Baseball Pool: Baseball score-guessing contest, on WJJD, WAAF, WHIP and WCFL, Chicago. 5-1-38, p. 60.

Let's Play Games: Parlor games in studio, on WGN, Chicago. 1-15-38, p. 58.

Let's Get Together: School kids participate in problem solving games, on WMCA, New York. 6-15-38, p. 30.

Amateur Handicappers' Contest: Listeners select horserace winners, on WMCA, New York, 3-1-37, p. 82.

Scavenger Hunt: Listeners participate in scavenger hunt games, on WBAL, Baltimore. 11-1-37, p. 66.

Mother Hubbard's Melody Cupboard: Musical prize contest, sponsored by Hubbard Milling Co. on KDAL, Duluth. 2-15-38, p. 118.

Red Boy Riddles: Riddle contest, with answers coming in on telephone at mike, on KFEL, Denver. 10-1-37, p. 56.

Dictionary Baseball: Word game conducted on lines of baseball game, on WAAF, Chicago. 3-15-38, p. 66.

Rhyme-a-Line Party: Rhyme-completion feature, on WEEI, Boston. 6-15-37, p. 22.

Can You Solve It? Mystery series in which listeners name the guilty and point out clues leading to discovery of guilt, on WOAI, San Antonio. 10-15-37, p. 67.

Fifty Flying Fingers: Typewriting speed contest, sponsored by Royal Typewriter Co. on KFOR, Lincoln. 3-15-37, p. 57.

Romancers: Letter-writing contest feature, sponsored on WOR, Newark. 3-15-37, p. 82.

Choose Your Announcer: Announcer-popularity contest, on WCPO, Cincinnati. 8-1-37, p. 71.

Night School: Dramatized arithmetic problem contest, on WTMJ, Milwaukee. 3-15-38, p. 66.

Are You a Writer? Playwriting contest, on KJR, Seattle. 10-15-37, p. 66.

Calling All Trains: Special train-callers' competition, with representatives from all railroads in the city, on WWL, New Orleans. 10-15-38, p. 55.

Secret Celebrities: Voice-recognition contest, on WHK-WCLE, Cleveland. 1-1-38, p. 54.

Wheel of Chance: Telephone number contest, on CKLW, Detroit-Windsor. 4-1-38, p. 52.

Answers: Listener-participation phone number contest, on CKLW, Windsor-Detroit. 4-15-38, p. 58.

Window Peek: Man-on-the-street contest with prizes to passersby seeing most through a small hole in screened store window, accompanied by interviews and description, on KMBC, Kansas City. 8-1-38, p. 34.

Dramas

You're on the Air: Amateur actors produce an impromptu play, on WLS, Chicago. 7-15-38, p. 49.

Famous Jury Trials: Dramatized courtroom series, on MBS. 10-1-38, p. A-2.

Lighthouse Players: Sightless cast presents plays, using scripts written in Braille, on WBNX, New York. 1-1-38, p. 54.

Northland Lumberjacks: Lumber camp serial, on WINS, New York. 8-15-37, p. 53.

American Portraits: Dramatizations of lives of men and women who have contributed to America's progress, on NBC-Red. 2-1-38, p. 56.

It Is the Law: Courtroom series based on civil, rather than criminal, cases, on WHN, New York. 1-1-38, p. 54.

They Also Serve: Dramatic series built on success of National Braille Press in helping the blind, on WEEI, Boston. 12-15-37, p. 66.

Little Theatre of the Air: High schoolers' one-act plays, on WMBH, Joplin, Mo. 11-15-37, p. 55.

Footprints on the Sands of Time: Series of five-minute dramatic biographies of famous people, on WICC, Bridgeport, Conn. 5-15-38, p. 60.

Actor Wants a Job: Broadcast of rehearsal of a summer stock company, on WNEW, New York. 7-1-37, p. 71.

Thanks for the Memory: Dramatizations of memories of factual experiences submitted by listeners, on KOIN, Portland, for CBS. 2-15-38, p. 90.

Junior Drama Hour: Plays planned and produced by local high school students, on KGO, San Francisco. 2-1-38, p. 56.

Night Club on the Styx: Famous people in history are placed in a modern setting and their actions chronicled, on KOIN, Portland. 1-1-38, p. 55.

Police Human Interest Stories: Inside stories of interesting cases from police files, on WNYC, New York. 9-1-37, p. 60.

The Wedding March: Dramatizations of situations leading up to proposals and marriages of actual Los Angeles couples, on KHJ, Los Angeles, and Don Lee. 2-1-37, p. 56.

The Judge Tells His Story: Dramatizations of actual manslaughter trials, on KVOD, Denver. 8-1-37, p. 71.

Mirrors of Manhattan: Human interest stories taken from social welfare records, on WBNX, New York. 2-1-38, p. 57.

This Week's Drama: Dramatized stories from Sunday magazine section of local newspaper, with WSGN, Birmingham, Ala. 6-1-38, p. 46.

Toy Center Tonight: Dramatizations built around sponsor's toy department, on WGN, Chicago. 11-1-37, p. 70.

Under the Christmas Tree: Adaptations of Christmas sketches like Dickens *Christmas Carol*, weekly during Christmas season on WTMJ, Milwaukee. 12-1-38, p. 49.

The Listeners' Theater: Original radio plays presented by Yale drama department, on MBS. 12-15-38, p. 54.

Headline Heroes: Dramatizations of valourous acts of public servants, on WLW, Cincinnati. 3-1-38, p. 42.

Opportunity Theater: Nonprofessional actors in radio dramas, weekly on KGO, San Francisco. 10-15-38, p. 55.

The First Offender: Dramatized first offenses against the law, designed to retard crime, on WELI, New Haven. 3-1-37, p. 57.

Dr. Dollar: Dramatized success stories of people who have made money in odd ways, on WMAQ, Chicago. 12-1-37, p. 52.

Hello Peggy: Dramatic series on adventures of a metropolitan hotel switchboard operator, on WBZ-WBZA, Boston-Springfield. 5-1-37, p. 54.

New Ideas: Dramatic series, with programs submitted by non-professionals and criticized during broadcasts, on WINS, New York. 5-1-37, p. 54.

The Cough of Death: Tuberculosis-fighting dramatic series, on WWJ, Detroit. 2-1-37, p. 46.

Two Hundred Meters and Down: Dramatizations of heroic incidents in the story of amateur radio, on WMAQ, Chicago. 4-15-37, p. 59.

Wings for the Martins: Educational drama series on episodes in the life of an American family, stressing the problems facing average parents in rearing their children, on NBC. 11-15-38, p. 56.

Do You Want to be an Actor? Audible coaching of amateur actors, sponsored by Chase & Sanborn on NBC-Red. 1-1-37, p. 24.

Crosstown New York: Dramatic sketch of Manhattan's 52nd Street, on CBS. 12-15-38, p. 54.

War on Rackets: Dramatizations of local rackets, on WTMJ, Milwaukee. 12-15-37, p. 66.

Mr. David Windsor: Dramatic series built around life of ex-King Edward VIII, starting immediately after his abdication, on KECA, Los Angeles. 1-1-37, p. 48.

Your Birthday Party: Dramatizations saluting the lives of local personages and neighboring communities, on WFBM, Indianapolis. 10-15-37, p. 66.

Police Honor Men: Dramatizations of the lives of policemen and the dangers of their profession, on WNYC, New York. 10-15-37, p. 67.

Humor in the Arts: Federal Theatre Project's "sociological study of humor in relation to changing cultures and life patterns", on WQXR, New York. 8-1-37, p. 71.

Famous Doctors: Dramatizations of lives of famous doctors, sponsored on KTSM, El Paso, by local drug firm. 5-15-38, p. 60.

Crimson Wizard: Spy serial, on MBS. 10-15-38, p. 55.

Once Upon a Time: Dramatizations of famous fairy tales by the Federal Theatre Radio Division, on MBS. 12-1-38, p. 48.

Alibi Airings: Re-creation of scenes in traffic court with tagged drivers explaining off their offenses, on KDAL, Duluth. 9-15-37, p. 62.

Everybody's Invited: Audience-talent melodramas, on WFBC, Muncie, Ind. 12-1-37, p. 53.

Trailing the Highway Patrol: Dramatizations of police chases, sponsored on KSD, St. Louis, by Tidewater Associated Oil Co. 10-1-38, p. 57.

Phenomenon—Electrifying History: Dramatized scientific series, for sponsorship of local public utilities, on KMBC, Kansas City. 4-1-37, p. 58.

International Liars' Club: Dramatized and narrated tall stories, on WLW, Cincinnati. 4-1-38, p. 52.

Famous Jury Trials: Dramatic series reenacting America's major courtroom stories, on WOR-Mutual. 11-15-38, p. 56.

Radio Movie Quiz: Scenes from recent movies dramatized for audience identification, with prizes to winners, on CKCL, Toronto. 12-1-38, p. 49.

Story of the Month: Five-weekly series, presenting serialized original dramas lasting one month, on NBC-Blue. 8-15-38, p. 74.

You May Be Next: Weekly dramatizations of some local racket, directed at wiping out gyp games, on KJR, Seattle. 1-1-38, p. 54.

Sounds of Industry: Dramatizations of accidents resulting in payment of insurance claims, on WAIM, Anderson, S. C. 2-15-38, p. 90.

Man of Mars: Narrative serial of Marsman's experiences on earth, on WLW-WSAI, Cincinnati. 7-15-38, p. 48.

Major McGonigle's Stock Co.: Melodrama of the oldtime variety, on WBBM, Chicago. 5-15-37, p. 32.

Education*

What Would You Like to Know? Radio bureau of information answering listeners' questions on most subjects, on WBT, Charlotte. 8-15-38, p. 75.

Know Yourself: Instructions in reading character from handwriting, on WCFL, Chicago. 4-1-38, p. 53.

Exploring Space: Astronomy series, on CBS. 4-15-38, p. 58.

Who's Abnormal? Talks on psychological problems, on WINS, New York. 4-15-38, p. 58.

Esperanto: Weekly lessons in the international language, on WHK-WCLE, Cleveland. 6-15-38, p. 30.

Lessons in Spanish: Language lessons in cooperation with Berlitz School of Languages, on WCFL, Chicago. 11-1-38, p. 57.

Human Relations Forum: Roundtable among high school students, on CBS. 2-1-38, p. 59.

Paths to Prosperity: Nonpartisan educational talks about international trade, on NBC in cooperation with Economic Policy Committee. 2-15-38, p. 82.

R.F.D. Mail Box: Five-minute human interest and rural education spot on morning program, on WLW, Cincinnati. 11-1-38, p. 56.

University of the Air: Educational feature, on WEVD, New York. 12-15-38, p. 13.

Cotton Mills: Explanations of the cotton industry by textile mill executives, on WRBL, Columbus, Ga. 10-1-37, p. 57.

Adventures in Exploration: Romantic side of science and explorations, based on accepted facts, on WORC, Worcester, Mass. 8-1-37, p. 70.

School Time: Educational series, on WLS, Chicago. 9-1-37, p. 72.

Ideas That Came True: Educational series, directed primarily at children, tracing origin and development of modern communication and travel, on NBC-Blue. 11-15-38, p. 56.

International House Forums: Impressions of America and Americans by visiting foreign students at the University of Chicago's International House. 2-1-37, p. 56.

We Want Peace: Semi-weekly series combining juvenile stories and speeches of Women's International League for Peace to boost democratic ideals of peace in young minds, on WIP, Philadelphia. 11-15-38, p. 57.

American Indian Forum: Discussions of Indian habits, history and problems, weekly on WNEW, New York. 11-15-38, p. 57.

Class of the Air: Educational series, on WGBI, Scranton. 2-1-37, p. 26.

Let's Make Music: Weekly program designed to teach listeners to write and understand music, on WNYC, New York. 11-15-38, p. 56.

Tony, the Cartoon Man: Simple instructions in cartooning, on KFSD, San Diego. 3-1-37, p. 82.

DX Tips: Information program for radio bugs who like to tune in distant stations, with advice on reception, frequencies and special programs, on WAAF, Chicago. 2-1-37, p. 56.

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Money Matters: Tips on financial matters, sponsored on WDRC, Hartford, by local banks. 4-1-38, p. 53.

Ask Yourself Another: Character analysis feature, sponsored for Kool and Raleigh cigarettes on NBC-Blue. 8-15-37, p. 52.

The Old Naturalist: Nature study series in form of dramatized field trips, on WAAB, Boston. 4-15-37, p. 58.

Candidly Speaking: Camera chatter, on WBNX, New York. 12-1-37, p. 52.

Why Not Have a Baby? Frank discussion of pre-natal care and birth, directed at prospective parents, on KECA, Los Angeles. 12-1-38, p. 48.

Mysteries of the Mind: Case histories of psychic phenomena interpreted by a psychologist and psychiatrist, on WOR, Newark. 12-1-38, p. 49.

School News: Daily current events commentaries with an educational slant, timed for classroom schedules, on KECA, Los Angeles. 6-1-38, p. 47.

American Education Forum: Educational series featuring leading universities and outstanding educators, on NBC-Blue. 11-15-38, p. 16.

Rural School Music Program: Group singing instruction for country schools, on WDZ, Tuscola, Ill. 10-15-37, p. 68.

Frontiers of 1937: YMCA institutional program directed toward an understanding of modern youth's problems, on KECA, Los Angeles. 4-1-37, p. 82.

Radio University: Higher education by air, with diplomas to students, on MBS-Don Lee. 8-15-37, p. 52.

Your English: For-better-speech feature, on NBC-Blue. 4-15-37, p. 15.

What's the Big Idea? Descriptions of inventions and chatter about inventors, on WHN, New York. 9-1-37, p. 61.

Radio Picture Typewriting: Typing lessons by radio, sponsored by Remington-Rand on KFAC, Los Angeles. 3-15-37, p. 82.

It Can't Happen Here: Strange facts and unusual international incidents given in question-answer form, on KMOX, St. Louis. 4-15-37, p. 58.

Passing Scenes in Radio Production: Information on how radio programs are created, produced, directed and broadcast, sponsored by advertising agency on KPRC, Houston. 5-15-37, p. 30.

Art Institute of the Air: Educational series, originating at Minneapolis Institute of Art, to promote art appreciation, on WCCO, Minneapolis. 11-15-38, p. 58.

How to Debate: Advice on gathering and preparing debate material, directed at high school students, on KGVO, Missoula. 2-15-38, p. 90.

Photography for the Amateur: Educational discussion of photographic principles and practice, on WBEN, Buffalo. 3-1-38, p. 34.

I've Got an Idea: Embryo inventors explain their brainstorms, on KSTP, St. Paul. 3-1-37, p. 53.

Cultural Institute of the Air: Educational feature, on WGAR, Cleveland. 1-15-37, p. 36.

Musical Oddities: Queer musical facts, on WQXR, New York. 8-15-37, p. 53.

Classroom of the Air: Interview and lecture series covering various departments of Miami U., on WIOD, Miami. 6-1-38, p. 47.

I've Got Your Number: Character studies of movie stars by a numerologist, on KFRC, San Francisco. 3-1-38, p. 42.

Dayton School of the Air: Emergency educational radio schedule set up by WHIO, Dayton, when city schools closed. 11-15-38, p. 63.

Elementary School of the Air: English instruction for Italian listeners, on WOV, New York. 12-1-37, p. 52.

Camera Club of the Air: Expert advice on photography through interviews with ace professional and amateur cameramen, on WRC, Washington. 9-1-38, p. 50.

Income Tax Clinic: Tax-figuring tips, on WTMJ, Milwaukee. 3-15-38, p. 66.

What Is Radio? Weekly quarter-hour reducing technical side of broadcasting to simple language, on KNX, Hollywood. 7-1-38, p. 61.

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School Bulletin: Across-the-board spot for emergency use of schools in inclement weather, on KSTP, St. Paul. 12-1-37, p. 52.

Learn to Fly: Broadcasts from plane in flight, with instructor coaching pupil, sponsored on KTUL, Tulsa. 7-1-38, p. 32.

Exploring Radio: Weekly series taking listeners through all departments of a radio studio, on KNX, Los Angeles, 7-15-38, p. 59.

Lighthouse Program: Monthly series on educational activities of the blind, on WSYR, Syracuse, N. Y. 7-1-38, p. 61.

Cartoonist of the Air: Cartoon instruction by radio, on KGO, San Francisco. 8-15-38, p. 75.

**Educational Radio Script Exchange,* U. S. Office of Education, Washington, D. C., also lists 181 educational radio scripts available to educational groups. 2-1-37, p. 33: 8-1-38, p. 67.

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Workers Wanted: Appeals to increase private employment and talks by Flatbush civic and industrial leaders, on WMCA, New York. 10-15-38, p. 55.

Trouble Shooters: Job-finding program, on WHKC, Columbus. 5-1-38, p. 60.

Help Thy Neighbor: Interviews with the unemployed, on KHJ, Los Angeles. 2-1-37, p. 56.

From the Outside Looking In: Job clinic program, on WIRE, Indianapolis. 3-1-38, p. 65.

Let's Go To Work: Job-getting Sunday night feature, with interviews with unemployed, on WTIC, Hartford. 11-1-38, p. 57.

Do You Need a Job? Interviews with unemployed, on WTAR, Norfolk. 3-15-37, p. 57.

The Right Job: Scientific occupational interviews designed to suggest fields of work suitable to the natural talents of young people, on WGN, Chicago. 4-15-37, p. 58.

How to Get a Job: Lecture series by member of vocational school faculty, on KFIZ, Fond du Lac, Wis. 4-1-37, p. 82.

The Day's Work: Employment counsellor seeks out the job hunter, tells of jobs on file, discloses qualifications and tells where jobs can be found, on KRKD, Los Angeles. 6-15-37, p. 29.

Entertainment Tips

What to Do Today: Entertainment-guide program, on WFIL, Philadelphia. 11-15-38, p. 56.

Where to Go & What to Do This Week-end: Tips to vacationers, on KJBS, San Francisco. 9-15-37, p. 62.

Where to Go and What to Do: Tips on dine and dance spots, with transcribed music, sponsored by local cafes and taverns on KYOS, Merced, Cal. 10-15-38, p. 55.

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This Farming Business: News and comments on cornbelt agriculture, on WLS, Chicago. 1-15-38, p. 58.

Good Morning: Farmers' show, featuring entertainment and talent of farmers visiting the studio, on KMBC, Kansas City. 7-15-37, p. 61.

Frost Warnings: Nightly series of quarter-hour frost reports, directed at citrus fruit growers and farmers, on Don Lee. 11-15-38, p. 56.

Chicken Chatter: Chronicle of actual growth of baby chicks in studio, along with discussions on chicken-raising problems, sponsored by Ralston-Purina Co. on WLW, Cincinnati, and a score of other stations. 1-1-37, p. 16.

The Bradleys of Prairie Farm: Dramatic serial designed to show city and farm folk their problems are mutually dependent on each other, sponsored by *Prairie Farmer* on WLS, Chicago. 11-15-38, p. 62.

Man in the Country: Interviews with farmers on the farm are transcribed and broadcast after actual interview, on WDAY, Fargo. 8-15-38, p. 74.

Agricultural Daily: Market, weather and news reports written around some prominent person who was born on a farm, on Mutual-Don Lee. 5-15-38, p. 60.

Land O' Memories: Farming methods then and now, on WLS, Chicago. 2-1-38, p. 56.

Fortunes Washed Away: Educational erosion-control program, on WLW, Cincinnati. 10-1-38, p. 56.

Unhitchin' Time: Daily supper-hour farm program on KFRU, Columbia, Mo. 7-15-38, p. 48.

Farm Talk: Weekly interviews with farmers and their wives at work, using mobile unit, on WROK, Rockford, Ill. 9-1-38, p. 40.

A Case of Questions: Agricultural quiz, with teams of farmers brought into studios, on KMOX, St. Louis. 8-15-38, p. 74.

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Christmas Cruise: Seasonal shopping series, with transcribed holiday music, on WSYR, Syracuse. 12-15-38, p. 39.

Trading Post Floorwalker: Announcer walks through sponsor's store, advising shoppers on buying, on WIND, Gary. 1-1-38, p. 54.

Peck's on the Air: Fashion and shopping chat feature, sponsored by Peck's Dry Goods Co., on WDAF, Kansas City. 6-1-37, p. 19.

Bouquet of the Day: Style chats and apparel news with a salute to a prominent local woman, on KSL, Salt Lake City. 4-15-38, p. 58.

Fashion Firsts: Weekly survey of fashions to be featured in local shops during following week, on WHK, Cleveland. 10-15-38, p. 55.

What's New? Commentaries on men's fashions, sponsored weekly on KDYL, Salt Lake City. 10-1-38, p. 57.

Petticoat Lane: Thrice-weekly fashion chats, on WRC, Washington. 9-1-38, p. 50.

Fashions in Melody: Piano music fitted to narration of styles, sponsored on WLBC, Muncie. 4-1-38, p. 53.

Food and Recipes

Carolina Cabot Shopping Service: Women's buying-guide feature, on WEEI, Boston. 2-15-37, p. 52.

King of the Kitchen: Daily recipe program conducted by a man instead of a woman, on WAAF, Chicago. 1-1-38, p. 55.

Cafe Capers: Special on cafe opening, with mikes in establishment for descriptions and interviews with patrons and personnel, including recipes from chef, on KDYL, Salt Lake City. 6-15-38, p. 30.

Food For Thought: Strange facts about food, on WLS, Chicago. 7-15-37, p. 63.

Consumer News: Daily tips to housewives on best food buys, sponsored by grocery chain, on KOIN, Portland, Ore. 6-1-38, p. 46.

Recipes of the Nation: Music and recipes of various nationalities, with prizes for offerings, on WGAR, Cleveland. 10-15-38, p. 54.

What to Serve Today: Advice to cooks and shoppers on green vegetable and fresh fruit menus, sponsored on WHO, Des Moines, by Hoxie Fruit Co. 8-15-38, p. 75.

Kid Kookery: Weekly cooking lessons for youngsters, on KIRO, Seattle. 4-1-38, p. 52.

Cookbook Quiz: Quiz program based on cooking and household hints, sponsored by grocery company on KOMO, Seattle. 11-1-38, p. 57.

Household Forum: Daily street interviews on food and food tastes, on KSTP, St. Paul. 7-15-38, p. 48.

World's Market Basket: Oddities and fine points of food discussed by Mr. Food-Ologist, sponsored by local supermarket on WWJ, Detroit. 5-15-38, p. 60.

Kitchen Kwiz: Quiz program with listeners submitting answers to domestic questions after each broadcast, on KGVO, Missoula, Mont. 7-15-38, p. 48.

Hoxie Fruit Reporter: Tips to housewives on buying and preparing vegetables, on WHO, Des Moines. 8-15-38, p. 75.

Standard Meat Market Inside Facts: Meat experts give opinions on meat cuts, on KDYL, Salt Lake City. 5-1-38, p. 61.

Peekers in the Pantry: Good food-recipe series, on WCFL, Chicago. 10-1-37, p. 56.

Kitchen Kwiz: Recipe and homehints half-hour with features of a personal quiz or interview-broadcast, sponsored by Westinghouse E. & M. Co. on WHK, Cleveland. 12-1-38, p. 48.

Announcer's Choice: Announcers tell what they'd like to see on the table when they get home at night, in a 5-minute morning spot on KSTP, St. Paul. 11-15-38, p. 57.

Man With the Ladle: Recipes by men, along with sports chats and entertainment, on WSYR, Syracuse. 12-1-38. p. 48.

Health

Care of the Teeth: Roundtable on dental hygiene by faculty doctors from Northwestern, Illinois and Loyola universities, weekly on WJJD, Chicago. 1-1-38, p. 55.

Health News Reporter: Sick people's program, featuring talks on medical science and good health, on WHK, Cleveland. 5-15-38, p. 60.

Pep Unlimited: Sickbed feature, with florist sponsor sending flowers to the sick, on KDB, Santa Barbara, Cal. 11-1-37, p. 67.

How to Keep Cool: Tips on coolness from interviews with working people, sponsored on WFBR, Baltimore. 8-1-38, p. 34.

Is There a Doctor in the Crowd? First aid series, in cooperation with Red Cross and local medical association, on KDAL, Duluth. 5-15-38, p. 60.

Slice of Life: Description of an actual appendicitis operation, on WAPI, Birmingham. 12-15-38, p. 40.

Nurses Hour: Talks about the nursing profession, interviews with personalities in the medical world, and music, on WPEN, Philadelphia. 9-1-38, p. 40.

Your Good Health: Discussions by prominent medical and pharmaceutical personalities, on WAAB, Boston. 3-1-37. p. 55.

Your Good Health: Physicians and chemists discuss interesting developments in medical and drug science, on KWK, St. Louis. 8-1-37, p. 70.

Dentistry Tells the Story: Local dentists talk on oral hygiene, with prizes for best letters on dental care from kids, on WTIC, Hartford. 12-1-38, p. 48.

Toothache's Taboo: Dental health talks, on WCCO, Minneapolis, 2-1-38, p. 56.

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The Fullness of Times: Historical dramatic series, sponsored by Mormon Church, on KSL, Salt Lake City. 12-15-38, p. 71.

On the Way to Yorktown: Historical drama series aimed at eradicating social barriers, on NBC-Blue. 3-1-38, p. 61.

Hometown Memories: Interesting facts about towns throughout the country, on WLS. 1-1-38, p. 54.

Your Wisconsin: Dramatized tales of pioneer days, historically accurate, on WTMJ, Milwaukee. 11-1-38, p. 57.

It May Have Happened: Weekly historical dramas with hypothetical endings, on NBC-Blue. 4-15-38, p. 58.

Our Minnesota: Unusual facts of the history and folklore of Minnesota, directed at tourists, on KSTP, St. Paul. 8-1-37, p. 71.

Landmarks of Romance: Citizens taught San Francisco history to answer questions of visitors to 1939 Exposition, on KSFO, San Francisco. 4-15-38, p. 58.

Great Americans: Dramatized biographies of famous people, on WBIL, New York. 11-15-38, p. 58.

Let's Get Together: Historical dramatizations for children, on WINS, New York. 2-15-38, p. 91.

Twenty-Five Years Ago: Historical drama series, on KFRC, San Francisco. 10-15-37, p. 68.

That Was The Year: Dramatized cavalcade of historical events, news incidents and fashions, on CKWX, Vancouver, B. C. 11-15-38, p. 58.

Don't You Believe It: Debunking of superstitions and old legends, on KFRC, San Francisco. 5-1-37, p. 54.

Great Men in History: WPA dramatizations of biographies of prominent Americans, on WBNX, New York. 9-15-37, p. 63.

History Was Made Where You Live: Dramatized history, featuring Radcliffe Hall taking all parts in the sketch, sponsored by Troy Savings Bank, on WGY, Schenectady. 10-15-38, p. 55.

Paul Bunyan Tales: Northwoods oldtimers tell yarns about early Minnesota logging days, on WHLB, Virginia. 5-1-38, p. 60.

Nation's Playhouse: Weekly dramatizations of historical events and biographies, on WLW-Mutual. 6-1-38, p. 46.

Day You Were Born: Weekly narrations of historical settings of birthdays of famous people, on WTHT, Hartford, Conn., and MBS. 6-1-38, p. 46.

It Did Happen Here: Weekly saga of early Cincinnati and Northwest Territory, using WPA talent in production, on WSAI, Cincinnati. 9-1-38, p. 40.

Our Yesterdays: Historical narratives drawn from word-of-mouth stories of pioneers, on WOWO, Fort Wayne, Ind. 7-15-38, p. 48.

Inquiring Historian: Quiz contest, with audience asked questions on American history, on KRKD, Los Angeles. 12-1-37, p. 52.

Village Vignettes: Citizens of suburban communities participate in dramatizations of history and growth of their communities, on WFIL, Philadelphia. 4-1-37, p. 82.

Habits of History: Dramatizations of how eccentricities of historical characters have changed history, on KMPC, Beverly Hills, Cal. 2-1-37, p. 56.

Around the Town: Historical-informative interviews from local memorials and statutes, on WTMJ, Milwaukee. 12-15-37, p. 66.

Lest They Forget: Oldtimers record their tales about early Oklahoma for broadcast on WKY, Oklahoma City. 5-15-38, p. 60.

Homes and Gardens

Realty House: Informal reviews of desirable sites in a real estate development, sponsored on WHAM, Rochester. 5-1-37, p. 54.

Home Interviews: Hints for the home by hotel experts, on WGAR, Cleveland. 7-15-37, p. 62.

Right Thing To Do: Emily Post coaches in etiquette, on NBC-Red. 10-15-38, p. 54.

At Your Service: Household hints and practical shopping advice for women, on WOR, Newark. 12-15-38, p. 55.

Tele-Topics: Broadcast of actual telephone conversations between announcer and local housewives, sponsored by a laundry on KWLK, Longview, Wash. 11-15-38, p. 56.

Dream in a Suburb: Series tracing construction and development of residence in a new subdivision, sponsored on WTMJ, Milwaukee. 12-15-38, p. 40.

Pantry Party: Home-makers' school, on WBBM, Chicago. 10-15-37, p. 59.

Rhymin' Ruben and the Three R's: Quarter-hour of rhymes, songs, and commercials in verse aimed at housewives and mothers of school kids, sponsored on KVI, Tacoma. 9-15-38, p. 54.

Man of the House: Shopping problems from a man's viewpoint, on KGB, San Diego. 2-15-38, p. 90.

Your Garden, Week by Week: Service feature on gardening, on WTMJ, Milwaukee. 4-15-38, p. 59.

The Trolley Shopper: Christmas suggestions from downtown stores through a man and woman shopper, sponsored by merchants and street railway company on WCKY, Cincinnati. 12-1-38, p. 49.

Radio Garden Club: Horticultural and gardening information, on WCCO, Minneapolis. 4-1-38, p. 53.

House of Melody: Home-building promotion program, sponsored by realtor on KDYL, Salt Lake City. 12-1-38, p. 48.

Homebuilders' Hour: Cooperative homebuilding series acquainting prospective owners with available financing and building facilities, sponsored on WCOA, Pensacola, Fla. 9-15-38, p. 54.

New Homes: Studio-remote half-hour, sponsored by building contractors, describing building features direct from new residence, on KGVO, Missoula. 8-1-38, p. 34.

From the Marketplace: Interviews with shoppers and merchants in local markets, on KLZ, Denver. 4-1-38, p. 52.

Room Recipes: Thrice-weekly tips on interior decorating, on KDYL, Salt Lake City. 2-1-38, p. 56.

Your Home and Mine: Help for the homeowner with house, lawn and garden problems, on KFRU, Columbia, Mo. 8-1-37, p. 71.

Your Home & Mine: FHA home-building series, on CBS. 3-1-37, p. 30.

Gadabout Shoppers: Two girl announcers comb stores of participating sponsors and announce specials for the day, on WHIO, Dayton. 1-1-37, p. 43.

Houses of the Week: Thrice-weekly building pusher, with realtor sponsors plugging their model homes, on KDYL, Salt Lake City. 9-1-38, p. 40.

Friendly Homemaker: Household program, on KSFO, San Francisco. 12-15-37, p. 30.

Famous American Homes: Homebuilding tips, transcribed FHA series sponsored on KFRO, Longview, Tex., by building material dealers. 4-15-38, p. 59.

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The Missus Goes to Market: Interviews with housewives as they shop, using trailer studio, on WBBM, Chicago. 11-15-37, p. 54.

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Boy Counsellor of the Air: Advice-to-adolescents program of boys and their problems, on WPEN, Philadelphia. 8-1-38, p. 34.

Challenge to Crime: Weekly series dramatizing actual case histories culled from penal files, on WBAX, Wilkes-Barre, Pa. 9-1-38, p. 40.

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Scientific Criminal Investigation: Interviews and case histories of noted crimes, remoted from the Iowa State House, on Iowa Network. 11-15-37, p. 54.

Backstage: Interviews with stage stars direct from their dressing rooms, on WJSV, Washington. 11-15-37, p. 55.

The Coffee Jug: Cold weather man-on-street feature, with coffee and doughnuts for audiences, on WIND, Gary. 12-15-37, p. 66.

About Bees: Interview with an apiarist and his bees in the studio, on WEEI, Boston. 5-1-37, p. 13.

Men at Work: Interviews with people who work nights while others sleep, on WLW Line. 12-1-37, p. 52.

Christmas Party: Christmas music and stunts, with interviews of local stores' Santas, on WORL, Boston, 12-1-38, p. 48.

Finding Out: Specific facts about members of the household gathered by a man and woman announcer with a pack transmitter on their calls to residence doors, on WDZ, Tuscola, Ill. 12-1-38, p. 49.

The Worker: Opinions on this and that by steel mill workers, on WIND, Gary. 10-1-37, p. 57.

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Have You Met? Interviews with ordinary folks rather than celebrities, on WDZ, Tuscola, Ill. 11-1-38, p. 56.

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The Other Fellow's Job: Interviews with people in unusual occupations, on WAPI, Birmingham. 12-15-38, p. 40.

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Anchors Aweigh: Passenger interviews, shipboard dance music, and other boat entertainment, direct from sponsor's boats before sailing, on WORL, Boston. 7-15-38, p. 49.

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Junior News Reel: Interview program with famous people revealing childhood memories, on NBC-Red. 6-15-38, p. 30.

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Junior Roundtable: Discussions of this and that by youngsters, on WOW, Omaha. 1-15-38, p. 58.

Hooprollers' Club of the Air: Kid series culminating in hooprolling contest, sponsored on KSTP, St. Paul. 7-15-37, p. 63.

Junior Reporter Club of the Air: Juvenile participating program, on WFIL, Philadelphia. 2-15-38, p. 90.

Fairy Tale Time: Afternoon nap feature for tiny tots, on WHK, Cleveland. 4-1-38, p. 52.

Kangaroo Artists Revue: Variety show for and by youngsters, sponsored on KDYL, Salt Lake City. 1-1-37, p. 74.

Children's Story Hour: Kids 2 to 6 years old tell their own stories, on KGVO, Missoula. 11-1-37, p. 67.

Screen Children: Juvenile variety show, sponsored by *Screen Children Magazine*, on KHJ, Los Angeles. 8-15-37, p. 66.

Philadelphia Cultural Olympics: Art and music program, featuring juvenile talent, on WFIL, Philadelphia. 7-1-37; p. 71.

Story Party: Children tell stories in their own way, on KGVO, Missoula. 1-15-38, p. 58.

Funny Things: Children's series on origin of proper names and holidays, on CBS. 5-1-37, p. 54.

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Science Everywhere: Science for children, with kids dramatizing the lessons to be studied, on NBC-Blue. 11-15-38, p. 57.

Billie the Brownie: Christmas special with Christmasy characters in the story, sponsored as a toy promotion by a department store on WTMJ, Milwaukee. 12-1-38, p. 48.

Snooks Studio Starlets: Youngsters win prizes for writing introductions to musical numbers and do the announcing, on WISN, Milwaukee. 7-15-38, p. 49.

March of Youth: Variety program featuring pupils of Detroit public schools, on WWJ, Detroit. 11-15-38, p. 58.

Children's Chapel: Children's program recreating scenes drawn from the Old Testament, from child's point of view, on WGL, Fort Wayne, Ind. 9-1-38, p. 40.

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Men of Tomorrow: Weekly Boy Scout demonstration program, on WCKY, Cincinnati. 7-1-38, p. 32.

Answer It: Question game for children, sponsored by local laundry on WOR, Newark. 2-15-38, p. 90.

Jean & The Bible: Bible stories in child's language, on KSTP, St. Paul. 11-1-38, p. 56.

Jewell Play-House: Children's theatre featuring child talent in a variety show, on WWJ, Detroit. 9-1-38, p. 40.

Young America on the Air: Amateur talent series, featuring entertainers under 16, on WBT, Charlotte. 12-15-38, p. 41.

Tots & Tunes: Children announce recorded juvenile-appeal shows, on WNLC, New London. 9-15-37, p. 62.

Stories for the Little Folks: Children's series of Irish and English folk tales, on WTMV, E. St. Louis. 6-1-38, p. 46.

Animal News Club: Children's own stories about their pets and zoos, on NBC-Blue. 6-15-37, p. 29.

Pepper Cadets: Adventure story series designed to help children understand and solve their own problems, sponsored by Dr. Pepper on WFAA, Dallas. 7-1-37, p. 24.

Ladder of Fame: Interviews with kid baseball players from the Chicago sandlots, along with scores of big league and semi-pro games, on WCBD, Chicago. 5-15-38, p. 60.

Sunbrite Junior Nurse Corps: Juvenile series built around a kid's club, on CBS. 3-1-37, p. 19.

Children's Theater of the Air: Dramatized juvenile classics, on KMPC, Beverly Hills. 4-15-38, p. 58.

Treasure Hunt: Tots' program in which a familiar fairy story is twisted, with prizes to kids detecting mistakes, sponsored on KVI, Tacoma. 9-15-38, p. 54.

Measles Club: Kid tunes and a story period for shutins, on KTSM, El Paso. 4-1-38, p. 52.

Will-O-the-Wisp: Old and modern fairy tales for children, on WOWO, Fort Wayne. 5-1-38, p. 60.

Junior News Parade: Re-enacted episodes of the younger generation, with the original boys and girls, whenever possible, in the dramatized roles, sponsored by S&W coffee on NBC-Pacific-Red. 3-1-37, p. 82.

Aunt Harriet: Juvenile talent program built around a hobby club, on WEEI, Boston. 5-15-37, p. 90.

Cosden Traffic Cop: Safety talks and club for juveniles, on WBAP, Fort Worth. 4-1-37, p. 23.

The Children's Hour: Juvenile talent variety series, on KLZ, Denver. 9-1-37, p. 84.

Scouts on the Air: Boy Scout series, on KJR, Seattle. 9-15-37, p. 36.

The Children's Recess: Question-answer feature for juveniles, sponsored with prizes on WHEC, Rochester. 3-15-3[illegible], p. 82.

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Your Old Songs: Request musical program, with listeners connecting their requests with memories associated with the particular tune, on WINS, New York. 6-15-38, p. 30.

Music for Milady: Musical combining transcribed orchestration and singing with live organ music, on KTUL, Tulsa. 12-15-38, p. 39.

Gilbert & Sullivan: Operetta series with live dialog and transcribed music, on Intercity and WLW-Line stations. 4-15-38, p. 58.

Try and Stump Us: Listeners name songs for studio artist to sing, on KFRC, San Francisco. 4-15-38, p. 59.

You Send the Title, We Write the Song: Musical series, with studio musician writing a song around listeners' contributed titles, on KSO, Des Moines. 12-15-38, p. 40.

Attic Treasures: "Memories" program, using old records for music, on WMBD, Peoria, Ill. 1-15-38, p. 58.

Dude Ranch: Western poetry and ranch songs, on KGVO, Missoula. 1-15-38, p. 58.

Night Club of the Air: Dancing to recordings in the studio auditorium, twice-weekly on WPEN, Philadelphia. 12-1-38, p. 49.

Men's Lyric Chorus: Ex-members of high school and college glee clubs, regardless of age, sing in the chorus, on WINS, New York. 2-15-38, p. 91.

Southerncal Musicale: Piano music series remoted from sponsor's show window, on KGB, San Diego. 2-15-38, p. 90.

Christmas Cheer: Musical-commercial participating program, with action centering about a mythical "Christmas Special" train, on WPTF, Raleigh. 12-1-38, p. 49.

Song Search: Audience votes on tunes by would-be songwriters, with winning selection published, on KFI, Los Angeles. 12-1-38, p. 49.

Can You Write a Song? Amateur songwriters feature, on KFWB, Hollywood. 10-15-37, p. 66.

Milkmen's Matinee: All night (2 a. m.-7 a. m.) music and chatter feature, on WNEW, New York. 10-1-37, p. 57.

Day Dreamer: Poetry, organ music, and homely philosophy, on Iowa Network. 10-1-37, p. 56.

Good Morning Tonight: Nighttime orchestral series merchandising breakfast food, on NBC. 10-1-37, p. 26.

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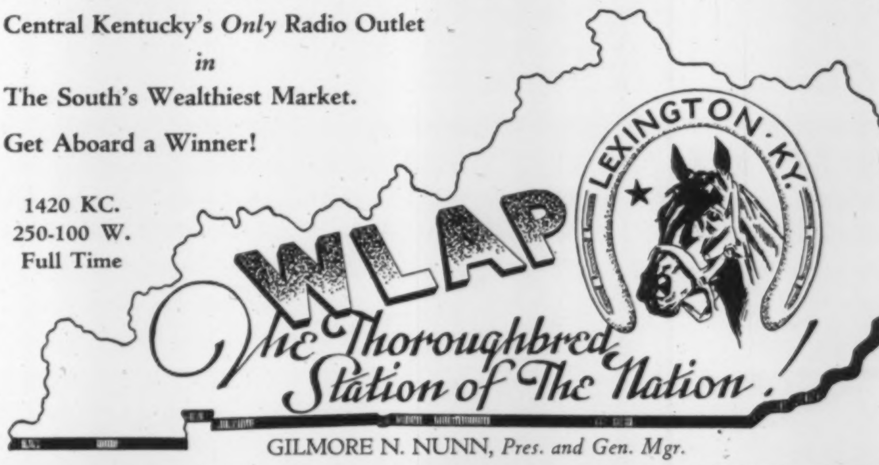
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The Easy Iowa Song Fest: Community sing, with contest to find best individual singers, on WMT, Cedar Rapids. 6-15-37, p. 28.

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WBBM Bandwagon: Music-request-chats program, using both studio and mobile units, on WBBM, Chicago. 10-1-37, p. 56.

Music to Read By: Daily midnight all-music no-commercial half-hour, on WHN, New York. 12-15-37, p. 67.

Coffee Pot Inn: Musical-comedy program, sponsored by Butternut coffee on WHO. Des Moines. 2-1-38, p. 40.

Musical Comedy Favorites: Well-known melodies from musical comedies by a string quartette, on WBIL, New York. 12-1-38, p. 48.

Unbroken Musicals: Straight musical shows minus the usual introductions, on KFRU, Columbia, Mo. 6-15-37, p. 28.

Can You Stump Susie? Radio game feature, with songs by a 17-year-old girl claiming to know 5,000 cowboy and hillbilly songs, on WTMV, E. St. Louis. 12-15-37, p. 66.

Tap Time at the Tavern: Audience-singing program, sponsored by local tavern, on WJEJ, Hagerstown, Md. 8-1-38, p. 34.

Melody Train: Travelogue-music program, on KSL, Salt Lake City. 5-15-37, p. 32.

Negro Swing Parade: Musical, directed at negroes and featuring colored talent, sponsored on WDAS, Philadelphia. 7-1-37, p. 34.

Modern Trend: Swing vs. sweet music contest, on WDGY, Minneapolis. 4-1-38, p. 52.

Song & Story: Musical program with a skit portraying the services banks offer average families, sponsored by American Bankers Assn., on NBC. 11-15-38, p. 24.

Hurt's Jewelry Show: Community sing and amateur show, sponsored by jeweler on WJAY, Cleveland. 3-1-37, p. 36.

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Dawn Patrol: All night musical request and patter program, on WIL, St. Louis. 1-1-38, p. 55.

International Music Programs: Shortwave programs originating in schoolrooms all over Europe, on CBS. 2-1-38, p. 59.

Song Hour: Musical quiz program, sponsored by bakery on WTOL, Toledo. 8-1-38, p. 34.

Great Waltztime: Music program tying in with the movie, *The Great Waltz,* on WHN, New York. 12-1-38, p. 48.

Red Hot & Low Down: Hot recorded music and hodgepodge of commercials, light and kidding, on WAAF, Chicago. 5-15-37, p. 46.

Quarter to One Club: Daily luncheon music quarter-hour and Wednesday night dances, on KTSA, San Antonio. 9-1-38, p. 40.

William Blevins' Negro Choir: Negro songs by Negro singers, on WSGN, Birmingham, Ala. 1-15-38, p. 57.

Literature

Early American Poets: Readings of famous American poems and a poetry contest, on WINS, New York. 1-1-38, p. 55.

Looks at Books: Literary review and resume series, on KHJ, Los Angeles, and Don Lee-Mutual. 1-15-37, p. 58.

Bus Man's Holiday: Roundtable on books, drama and music, on NBC-Pacific. 1-15-38, p. 59.

German Radio Club Hour: Musical and literary series by students in German, under direction of American Assn. of Teachers of German, on WBNX, New York. 2-15-38, p. 82.

Book Shelf Spotlight: NYA dramatizations of juvenile books, on WGN, Chicago. 12-15-37, p. 66.

The Magazine Man: "Reader's Digest" of the air, on KGB, San Diego. 2-1-37, p. 56.

Off the Magazine Rack: Magazine digest of the air, on WSYR, Syracuse. 12-15-38, p. 39.

Today I am a Poet: Amateur poets broadcast their poems, on WHN, New York. 6-15-37, p. 29.

Between the Bookends: Literary chats, with audience helping write a long epic poem, on WOR-Mutual. 8-15-38, p. 74.

N. Y. U. Literary Forum of the Air: Weekly dramatizations of famous books, on WHN, New York. 9-1-37, p. 61.

Black Night: Dramatizations of works of Edgar Allen Poe, on WBAP, Fort Worth. 12-1-37, p. 53.

News

News of Our Neighbors: Commentaries on news stories selected by small town editors in neighboring communities, on WGAR, Cleveland. 8-1-38, p. 34.

Home Town Editor: Problems of surrounding communities are editorialized and local news read, on WBAL, Baltimore. 2-1-38, p. 59.

The Editor Speaks: Broadcast of outstanding editorials for papers within the listening area, on WSPD, Toledo. 2-1-38, p. 56.

Town Crier: Fraternal and civic news program, sponsored by savings & loan association, on WFBM, Indianapolis. 11-1-38, p. 56.

Psychology Behind the News: Based-on-news program explaining mental processes leading up to tragedies, on WMCA, New York. 9-15-38, p. 54.

Movie Newscast: UP bulletins flashed on movie sound equipment, direct from studio, on WALR, Zanesville, O. 8-1-38, p. 34.

The Ghost Reporter: Inside stories on well-known personalities and discussion of civic welfare by an unnamed commentator, on WINS, New York. 8-15-37, p. 52.

Man About Hollywood: Thrice-weekly movie star gossip, on WRC, Washington. 9-1-38, p. 50.

Twelve Crowded Months: Year-end CBS feature dramatizing the 12 outstanding news stories of 1938. 12-15-38, p. 16.

Bulletin Board: Daily free announcements of club news, on WSAI, Cincinnati. 9-1-38, p. 41.

Birthdays in the News: Biographer weekly discusses the lives and achievements of well-known people, on NBC-Pacific network. 9-1-38, p. 40.

This Was News: Dramatizations of past page-one news events, on WHN, New York. 2-15-38, p. 91.

Alarm Klok Klub: Early morning music-weather-time program, on KJBS, San Francisco. 9-1-37, p. 71.

Tango Cabaret: Soldier's viewpoint on world events, Italian program on WOV, New York. 8-15-37, p. 53.

Everybody's Business: Local news and business chatter, on WTOC, Savannah, Ga. 4-1-38, p. 52.

Your Town: Weekly discussions on New York City events, on WHN, New York. 11-15-38, p. 58.

What's New on the Stores? Woman's angle news of shopping world, on WCAU, Philadelphia. 10-1-38, p. 56.

Woman's Page: Five-weekly review of local news for women, on CKLW, Windsor, Ont. 5-1-38, p. 82.

Grandstand & Band Stand: News of all kinds on a three-hour daily afternoon program, sponsored by General Mills on WMCA, New York. 5-15-37, p. 32.

Phil Cook's Morning Almanac: Weather, news, household hints and odd facts, on WABC, New York. 10-1-37, p. 64.

Borden's Special Edition: Half-hour radio newspaper for women, pushing dairy products, sponsored on WEAF, New York. 8-1-37, p. 90.

The Best of the Week: Best human interest news stories of the week, on NBC-Pacific Red. 10-15-37, p. 38.

Eastern Indiana Passes in Review: Daily newscast of local items from neighbor-town newspapers, on WLBC, Muncie. 7-15-37, p. 62.

Headlines of 1938: Dramatization of outstanding AP news stories of the year, on NBC. 12-15-38, p. 16.

The Question Box: Movie gossip plus a series of motion picture questions, on WINS, New York. 7-1-37, p. 71.

Texas in the World News: News commentaries stressing local angles by Elliott Roosevelt, on Texas State Network. 12-15-38, p. 20.

Between Deadlines: Entertaining events encountered by a newscaster in preparing his five-daily broadcasts on KVOO, Tulsa. 11-15-38, p. 58.

What's New in Milwaukee? Junior League girls discuss activities of their welfare organizations, on WTMJ, Milwaukee. 5-1-38, p. 61.

Labor Parade: Dramatized labor news, on WCFL, Chicago. 3-15-38, p. 66.

The Dawn Busters: Early morning hillbilly music, news, farm market reports, time and temperature flashes, on WKZO, Kalamazoo. 1-15-37, p. 58.

The Boston Hour: Combination news flash and drama program, on WEEI, Boston. 7-15-37, p. 63.

KFYR News Bureau on the Air: State news roundup, on KFYR, Bismarck. 4-1-37, p. 83.

Your Dot Club Reporter: Reports on activities of Cincinnati's ladies, on WCPO. Cincinnati. 5-15-37, p. 32.

Yale News: News of Yale University by staff of the *Yale News,* sponsored for Lucky Strike cigarettes, on WBRY, Waterbury, Conn. 5-15-37, p. 63.

Musical Gazette: Lighter items in week's news set to music, on CBS. 3-1-38, p. 42.

Neighborhood Hour: Civic, church and fraternal announcements, on WIL, St. Louis. 8-15-37, p. 53.

History Repeats Itself: Illustrating how current events are similar to happenings in the past, on WGN, Chicago. 11-15-38, p. 57.

News Poems: Rhymes on human interest newspaper articles against a background of symbolic music, on WOV, New York. 11-1-38, p. 57.

TNT Review: Early morning time, news and temperature flashes with transcribed music, on WPRO, Providence. 3-15-37, p. 57.

U. S. Government Reports: Review of work done by various federal agencies, twice-weekly on WHN, New York. 11-1-38, p. 56.

The People's Side of the News: Political news handled in ordinary news style as election series, sponsored by Pennsylvania Democratic State Committee on 12 to 18 Pennsylvanian stations. 11-15-38, p. 56.

Philadelphia Parade of Events: Dramatizations of Philadelphia's "events of the week", on WIP, Philadelphia. 2-1-37, p. 56.

Let the Buyer Beware: Public service series, designed to help the consumer guard against being cheated in making purchases, on WNYC, New York. 11-15-38, p. 57.

Pressroom Echoes: Gossip gleaned from the files of local papers, on WHBF, Rock Island. 12-1-37, p. 53.

The Modern Diogenes: Comment on personalities in social, civic and political life, on WBNX, New York. 10-15-37, p. 67.

Home Town News: Daily 10-minute spot for news from farms and villages gathered by station's own statewide news staff, on KFAB, Omaha. 8-1-37, p. 70.

Hollywood In Person: On-the-spot movie chatter from specially-built trailer-studio, sponsored by General Mills on NBC-Pacific Red. 4-15-37, p. 32.

Current News Forum: Six-weekly news feature, with various townspeople meeting with a commentator, questioning him, and discussing news events extemporaneously, on KUOA, Siloam Springs, Ark. 4-15-37, p. 58.

News Room Oddities: Weekly review of unusual news stories, on WAAF, Chicago. 4-1-38, p. 53.

Three Men on a Mike: Three announcers on quarter-hour newscast, on WMFJ, Daytona Beach. 4-15-38, p. 59.

Fire Flashes: Flashes on location of local fires as they are reported, on WOPI, Bristol, Tenn. 10-1-37, p. 56.

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Bowen's Society Reporter: Society column-commercial program, on WACO, Waco, Tex. 6-1-37, p. 44.

Views on News: Listener-poll series on questions of the day, on KMOX, St. Louis. 5-1-37, p. 54.

The Information Desk: Afternoon five minutes of news flashes, weather reports, et cetera, on KFOR, Lincoln. 5-15-37, p. 70.

Social Calendar: Informative comments on local clubs and societies, on KXBY, Kansas City. 5-1-37, p. 54.

See Our Stars: Radio gossip column, with interviews with stars, on WMAQ, Chicago. 6-15-37, p. 22.

Your Engagement Book: Quarter-hour of morning announcements covering all types of social functions, meetings, et cetera, on WSBT, South Bend. 9-1-37, p. 60.

Fraternal Newspaper: Thrice-weekly 10-minuter carrying club and fraternal news, on WSYR, Syracuse. 9-1-38, p. 41.

Rise 'n' Shine: Musical background for weather reports and civic news, on KVOE, Santa Ana, Cal. 11-1-38, p. 57.

What Has Become of . . .? Information on whereabouts and activities of former celebrities, on KWK, St. Louis. 11-15-38, p. 57.

Musical News: Weekly half-hour of swing, with news items about and for musicians, on NBC-Red. 5-15-37, p. 32.

Making of a Newspaper: Story behind the headlines shown in dramatized visits to a newspaper plant, on KYA, San Francisco. 12-1-37, p. 52.

Deadline: Big news of the day brought out in discussion between reporter and city editor, on WNEW, New York. 10-15-37, p. 67.

Classroom Whispers: Young folks gossip about high school parties and who's dating who, on KCKN, Kansas City, Kan. 11-15-37, p. 55.

Morning Stars: Early morning movie gossip, on WGAR, Cleveland. 12-1-38, p. 49.

Let's Get Acquainted: Inside dope on studio artists, on WLW, Cincinnati. 11-15-38, p. 57.

News on the Street: After a brace of headline news events, broadcast from mikes in the street, spectators have a chance to come to the mike to ask about stories of major interest and volunteer local items, on WKZO, Kalamazoo, Mich. 9-1-38, p. 40.

Belle & Martha: News program for women, complete with comic strip and sound effects, sponsored by bakery on WOC, Davenport. 4-1-37, p. 46.

Inside Page: Dramatized oddities in the news, sponsored on WDRC, Hartford, Conn. 10-1-38, p. 56.

Police Bulletins: Daily 1-minute review of local crimes, arrests and safety campaigns by chief of police, on KWOC, Poplar Bluff, Mo. 12-15-38, p. 40.

Cynic: News as viewed by a mildly cynical observer, on WJBK, Detroit. 11-15-37, p. 54.

News & Views: Out-of-town programs playing up local human interest features, on KROC, Rochester. 2-15-38, p. 91.

News Before Music: Listeners offer item of local news with their requests, on WPAY, Portsmouth, O. 3-15-38, p. 66.

Missing Persons Bureau: Daily midnight flashes on missing persons, on WRC, Washington. 9-1-38, p. 50.

News From Home: Oklahoma news for vacationing Oklahomans, sponsored on KVOR, Colorado Springs. 8-15-37, p. 57.

Let's Hear Your Side: Prominent college debaters discuss current events informally, on WBBM, Chicago. 12-15-37, p. 66.

Your Correspondent: News commentaries by linguist and former foreign correspondent, answering queries in any language, on WATL, Atlanta. 10-1-38, p. 57.

Edited For Women: Woman commentator interprets news from feminine angle, on WNEW, New York. 10-15-38, p. 55.

Junior News Review: Weekly quarter-hour featuring kid news commentator, on KDAL, Duluth. 9-1-38, p. 41.

Juvenile Newspaper of the Air: Newscast with a juvenile slant, sponsored on WSYR, Syracuse, with station coaching editors on radio matters. 8-15-38, p. 48.

International Looking Glass: Foreign events discussed by political scientists, on WLS, Chicago. 5-1-38, p. 61.

Public Service Reporter: Fraternal, religious, and educational news, weekly on WOV, New York. 10-15-38, p. 55.

Boys' & Girls' Club of the Air: Weekly half-hour featuring news of municipal playgrounds, delivered by juvenile reporters, and safety bulletins, on WHAM, Rochester, N. Y. 7-1-38, p. 61.

It Happened This Week: Weekly dramatized summary of regional news, on WSAL, Salisbury, Md. 7-1-38, p. 32.

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Patriotic

We Americans: Patriotic program on American democracy, on WHK, Cleveland. 10-1-38, p. 56.

American Dollars & Deficits: General information on the economic history of the country, on WHN, New York. 12-1-38, p. 48.

Around the World: Salutes to foreign countries in their own language, on WHN, New York. 11-1-37, p. 67.

This Memorial Day: School children's Armistice Day program at the Canadian border, stressing U. S.-Canadian peace, on KVOS, Bellingham, Wash. 12-1-38, p. 48.

Reunion of Blue & Grey: Remoted interview with Union and Confederate veterans on Memorial Day, on KBST, Big Spring, Tex. 6-15-38, p. 30.

Pets and Hobbies

The Stamp Man: Philately chatter, built around a kid's club, on KECA, Los Angeles. 3-1-37, p. 82.

The Stamp Man: News about stamps, on WIND, Gary. 10-15-37, p. 66.

You and Your Hobby: Weekly hobby discussions, on WENR, Chicago. 11-15-38, p. 62.

At Your Leisure: Discussions of spare time hobbies, on KMOX, St. Louis. 8-15-38, p. 74.

Lost & Found Dog Column: Daily five-minuter giving hints on dog care, descriptions of lost and found pooches, sponsored by dog food manufacturer, on WSYR, Syracuse. 6-15-38, p. 30.

Pet Exchange of the Air: Clearing house for pets, on KGMB, Honolulu. 8-15-37, p. 52.

Dog Heroes: Exploits of heroic dogs, on NBC-Blue. 11-1-37, p. 66.

Pet Corner: Daily pet-swap program, on WSIX, Nashville. 6-15-38, p. 30.

Dogs & Game: Dog-naming contest series for National Dog Week, on WCKY, Cincinnati. 10-1-38, p. 56.

Program Announcements

Kilocycle Limited: Variety show plugging the station by reference to a mythical train, on WREN, Lawrence, Kan. 2-15-38, p. 91.

Hollywood Closeups: Time table of feature showings at local theater, on WMBH, Joplin, Mo. 3-15-37, p. 57.

Bill Board: Half-hour participating show plugging station programs, on WOWO, Fort Wayne. 12-1-37, p. 53.

Time Exchange: Reciprocal commercial puffs with correct time between local Western Union office and WSAI, Cincinnati. 12-1-38, p. 49.

Sidewalk Sign-Off: Interviews with people on streets on programs of following day and week, on KOAM, Pittsburg, Kan. 3-15-38, p. 66.

Personality Parade: Thrice-weekly quarter-hour highlighting program information for each broadcasting day, on KVI, Tacoma-Seattle. 9-15-38, p. 54.

Your Radio Reporter: Thrice-weekly information on New York station programs, on WHN, New York. 7-1-38, p. 48.

Let's Go to the Movies: Comments on coming and current movies, sponsored by local Fox theatres thrice-weekly on WDAF, Kansas City. 4-1-37, p. 82.

On KMOX Tomorrow: Daily forecast of following day's programs, on KMOX, St. Louis. 10-15-38, p. 54.

Listener Speaks: Listeners answer, through man-on-street interviews, their preferences of program types, on WFIL, Philadelphia. 7-15-38, p. 49.

Sponsors on Parade: Plug program for sponsored shows on KGVO, Missoula, Mont. 2-15-38, p. 82.

Between Ourselves: Daily five-minute outline of coming day's programs, on CKY, Winnipeg, and CKX, Brandon. 10-15-38, p. 58.

Quiz

Brush the Cobwebs: Quiz program for high school students, sponsored on KVI, Tacoma. 9-15-38, p. 54.

Aunt Sue's Question Box: Quiz program for kids, cash prizes, on WRC, Washington. 8-15-38, p. 48.

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INDEX OF PROGRAM IDEAS AND TITLES

Court of Inquiry: Quiz series with two five-man teams competing in answering announcers' questions, on KDYL, Salt Lake City. 7-15-38, p. 49.

Dr. I. Q. Jr.: Replica of *Dr. I. Q.* quiz program, but for youngsters, on KTSA, San Antonio. 8-15-38, p. 48.

Umbrella Court: Quiz program based on news, sponsored on WRC, Washington, by *Washington Post.* 8-15-38, p. 61.

Politics Paul: Political quiz with man-on-street interviews, on KFRO, Longview, Tex. 7-1-38, p. 32.

Morton's Question Man: Question-answer interviews with visitors in hotel lobby, on WRTD, Richmond, Va. 10-15-38, p. 54.

Mind Your P's & Q's: Quiz show featuring parent and child teams, with theatre tickets for best question lists, on KDAL, Duluth. 5-15-38, p. 60.

Crime Quiz: Two separate broadcasts, the first presenting a crime situation, the second an hour later giving the solution, on KDYL, Salt Lake City. 12-15-37, p. 66.

Foolish Questions: Screwball queries directed at passers-by during man-on-street feature, on WAAF, Chicago. 9-15-37, p. 63.

Radio Riddles: Quiz program, with quart of ice cream going to listeners phoning correct riddle answer to station with three-minute limit, on WMT, Cedar Rapids. 7-1-37, p. 70.

Answer Man: Answer-your-questions feature conducted from theatre stage, on KLZ, Denver. 10-15-37, p. 68.

Skullcrackers: Quiz program, substituting cocoanuts cracked with a steel bar for the usual gong signifying a wrong answer. on KROW, Oakland. 12-15-37, p. 67.

Twenty Questions: Parlor game program, with announcer and studio audience in animal-vegetable-mineral quiz, on WIP, Philadelphia. 5-1-38, p. 60.

Quiz of Two Cities: Cooperative quiz program, on WMAL, Washington, and WFBR, Baltimore, simultaneously. 11-1-38, p. 56.

Three Wise Owls: Question-answer competition between three announcers, on WTMV, E. St. Louis, Ill. 1-15-38, p. 58.

Cookie Jar: Juvenile quiz program, on KELO, Sioux Falls. 4-15-38, p. 58.

Century Fight: Question and answer contest between husbands and wives, on WLW, Cincinati. 8-1-38, p. 34.

News Testers: Question contest, based on news, on WHN, Chicago. 1-15-38, p. 58.

Movie Man: Audience participation movie quiz feature from local theater, with movie tests of participants, on WMT, Cedar Rapids. 3-15-37, p. 57.

Quiz Quest: Quiz contest for all listeners rather than small group, on WFAS, White Plains, N. Y. 8-1-37, p. 90.

People's Rally: Humorous question-answer program, sponsored by Mennen Co., on MBS. 11-1-38, p. 57.

Gristmill of Knowledge: Unusual questions and answers, contributed by listeners, on WWJ, Detroit. 7-1-37, p. 70.

Words from Ideas: Sustaining quiz program of word and idea suggestion, on CKAC, Montreal, 6-15-38, p. 30.

Schools and Colleges

High School Reporter: News of extra-curricular activities in local high schools, with an interview with a leader from one school, twice-weekly on WIP, Philadelphia. 10-15-38, p. 66.

Know Your University: What the student does with his time at the U of Minnesota, on KSTP, St. Paul. 12-1-37, p. 52.

Alma Mater: Educational-entertainment feature, dramatizing achievements of prominent graduates of Philadelphia colleges, on WFIL, Philadelphia. 12-1-37, p. 52.

Debater's Forum: Discussions by students of Midwest colleges designed to let parents know what their sons and daughters are thinking in college, on WJJD, Chicago. 11-15-38, p. 57.

Fraternity Drag: Collegiate feature dedicated to different fraternities and presenting different popular orchestras, on WROL, Knoxville. 3-1-37, p. 55.

Alma Mater News: Dramatizations and commentaries of news from Pacific Coast college newspapers, on KEHE, Los Angeles. 4-1-37, p. 83.

Collegiate Episodes: Campus stories written and presented by Northwestern U radio class, on WIND, Gary. 7-1-37, p. 71.

Varsity Show: Collegiate feature, originating at different colleges over the country and featuring the talent of each school visited, sponsored by Pontiac on NBC-Red. 7-1-37, p. 44.

College Co-Ed Week: I.Q. exams for co-eds on colleges and college life, on KRLD, Dallas. 8-15-38, p. 74.

School Days: Vocational school students tell of their activities at school, on WFIL, Philadelphia. 11-15-37, p. 45.

Declaimers: Highschoolers' views on national and social affairs, on KFRO, Longview, Tex. 4-1-38, p. 53.

Which College? Two students from different colleges interviewed each day for a week to acquaint parents and prospective students with different schools, on WGN, Chicago. 8-15-38, p. 74.

Around the Fraternity Fireplace: Athletic chats with Marty Glickman, former University of Syracuse star, on WSYR, Syracuse. 12-15-38, p. 40.

Campus Forum: Student opinions on questions of the day, on KGVO, Missoula. 11-1-38, p. 57.

Fraternity Preview: Interviews with college fraternity men, sponsored by local clothier, five-weekly on KOIN, Portland, Ore. 10-1-38, p. 57.

Hymnology: Evolution of hymns and biographic briefs of composers, on WBNX, New York. 11-1-37, p. 67.

Sunday Players: Transcription series featuring Boston religious personalities, sponsored cooperatively by banks in the area, on WBZ-WBZA, Boston-Springfield. 2-1-37, p. 39.

Negro Spiritual Hour: Directed at colored people, the program combines features of a church broadcast and studio program, sponsored on WDAS, Philadelphia. 7-1-37, p. 34.

Prayers for Peace: Prayer program, cooperating with churches, on CJCA, Edmonton, Alberta. 10-1-38, p. 56.

Morning Watch: Religious program, daily on WORC, Worcester, Mass. 3-15-38, p. 66.

Community Hymn Sing: Midweek religious feature, with hand organ accompaniment and a homespun character leading the singing, on WIS, Columbia, S. C. 6-15-38, p. 30.

Meeting at the Crossroads: Miniature version of a state Baptist convention, condensed speeches and all, on WJTN, Jamestown, N. Y. 11-15-38, p. 58.

Serious Music

String Classics: Stradivarius violins played and described, on WQXR, New York. 10-1-38, p. 57.

Ghost Voices: Recordings of well known operatic voices with narrations of their lives, on WCKY, Cincinnati. 4-1-38, p. 53.

Famous Musical Evenings: Columbia Concert Orchestra's classical music, with a narrator painting word pictures of famous old-world atmospheres, on CBS. 11-15-38, p. 62.

Inglewood Park Concerts: Radio adaptations of popular operas, sponsored by cemetery association on KFWB, Los Angeles. 8-1-37, p. 80.

All Lovers Day: Organ music, string ensemble, choir and soloist timed for noon weddings, on KOY, Phoenix, 6-15-37. p. 29.

Stephens College Presents: Weekly half-hour concert by faculty talent of Stephens College music conservatory, on KFRU, Columbia, Mo. 12-15-38, p. 68.

Concert Hour: Classical music directed to women listeners, sponsored on KRSC, Seattle, by local department store. 4-1-38, p. 77.

Sunrise Symphony: Recorded symphonic music hour, daily on WNYC, New York. 11-1-38, p. 57.

Magic Hour: Nightly musical show, with 1½ hours classical and operatic recordings, 5 minutes news, and 25 minutes dance music, sponsored by music store on KJBS, San Francisco. 7-1-37, p. 27.

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Standard Symphony Hour: Musical education feature, with classical and semi-classical music directed to all classes, sponsored by Standard Oil of California on NBC-Red. 12-15-37, p. 53.

Organocturne: Evening organ recital, on KGBX, Springfield, Mo. 1-1-38, p. 55.

Municipal Opera Previews: Feature artists of St. Louis municipal opera season broadcast snatches from programs in which they will appear later, on KSD, St. Louis. 7-15-38, p. 49.

Sports and Outdoor Life

Fishing Bulletin: Tips for week-end anglers, sponsored on KOIN, Portland, by sporting goods store. 4-15-38, p. 59.

Bowling Briefs: Tips on bowling technique, on WFBR, Baltimore. 1-1-38, p. 70.

Hot Stove League: Five sports fans discuss favorite sports weekly on KFI, Los Angeles. 10-1-38, p. 56.

What Goes on in a Football Huddle? Stunt broadcast from middle of a huddle during practice session, on KGVO, Missoula. 10-1-38, p. 56.

You Said It Yourself: Pre-game opinions transcribed and broadcast after football games have been played, on WOC, Davenport. 10-15-38, p. 54.

Radio Goes Fishing: Fishing chatter from state fish hatchery, on WFAA, Dallas, 6-15-37, p. 41.

Bob Elson's Baseball Quiz: Sports question-answer competition, on WGN, Chicago. 5-1-38, p. 60.

Outdoor Reporter: Fresh and salt water fishing news, weekly on KFOX, Long Beach, Cal. 7-1-37, p. 70.

Schoolboy Sports: Local high school students announce sport news of their schools, sponsored daily on KMAC, San Antonio. 10-15-38, p. 54.

Did I Say That? Pre-game predictions recorded and broadcast after the hockey game has been played, on CKCL, Toronto. 11-15-38, p. 58.

Sports of All Sorts: Interviews and dope with a sports slant, on WSAI, Cincinnati. 12-15-38, p. 39.

Sports Flashes: Sports program, styled like a newspaper page and produced by sports staff of a local paper, on KSL, Salt Lake City. 12-15-38, p. 39.

Second Guessers: Sports comments reviewing outstanding plays of preceding week's football games, on NBC-Blue. 10-1-38, p. 57.

Now and Then: Sports-slanted feature contrasting major sports events and personalities of today with those of the past, sponsored by Adam Hat Stores on WHN, New York. 7-1-37, p. 40.

Hook, Line & Sinker: Fishing news, with dramatizations of best fish stories contributed by listeners, on KEHE, Los Angeles. 4-15-37, p. 58.

Bill the Fisherman: Angling chatter designed for amateur rather than pro fishermen, on WNEW, Newark. 4-15-37, p. 58.

Golfaroo: Pros from local country clubs answer golfing questions submitted by listeners, sponsored on KMAC, San Antonio. 10-15-38, p. 54.

Can You Pick the Winners? Football winner guessing contest, on KCKN, Kansas City, Kan. 10-15-37, p. 66.

Tiger Tales: Intimate stories of baseball players, on WJBK, Detroit. 7-15-37, p. 63.

Hour of Champions: Sports interviews by Sam Taub, sponsored by Adam Hat Stores, on WHN, New York. 7-1-37, p. 40.

Sports Detective: Audience quiz on sports subjects, on WRC, Washington. 9-1-38, p. 50.

We Want a Touchdown: Weekly half-hour football quiz between teams of former collegiate stars, on WOR-Mutual. 9-15-38, p. 54.

Olympics of the Air: Quiz-and-answer program with a sports slant, on KMBC, Kansas City. 8-1-38, p. 34.

The Fan Speaks: Baseball interview series, with fans telling their stories as they pass the mike on their way into the stands, on WBZ-WBZA, Boston-Springfield. 8-1-37, p. 70.

Gridiron Smoker: Dramatized thrills in the careers of football stars, on WHN, New York. 10-1-37, p. 57.

Swaps

Swappers' Corner: Offers for trades are made and swapper and swappee brought together later by sponsor, on WPRO, Providence. 1-15-38, p. 58.

White Elephants: Twice-weekly swap program, on WNEW, New York. 9-1-38, p. 40.

Swappers' Club: Radio clearing house for swappers, on WSYR, Syracuse. 5-1-38, p. 61.

Trading Post: Radio barter forum, on WTMV, E. St. Louis. 4-15-37, p. 58.

Radio Swaps: Dollar bills offered interviewees on street for producing an item called for by the announcer, i.e., safety pin, on WWSW, Pittsburgh. 11-1-37, p. 66.

Traffic and Motoring

Your Inquiring Traffic Policeman: Safety program conducted by uniformed traffic officer, who stops motorists and pedestrians for questioning, on WGRC, New Albany, Ind. 8-15-37, p. 52.

Human Distortions: Safe driving feature, on WLBC, Muncie. 7-15-37, p. 63.

Tom Tattler: Auto safety program, with commentator recreating scenes of near-accidents, on WOMI, Owensboro, Ky. 5-1-38, p. 60.

Stop and Go: Daily road information, detour and weather news, on CKLW, Windsor-Detroit. 9-1-38, p. 40.

Death Rides Again: Safety dramas, with local police officials and municipal judges talking on accident prevention, on KVOD, Denver. 4-15-37, p. 58.

Traffic Court on the Air: Traffic court remotes from the city hall of Covington, Ky., on WCKY, Cincinnati. 5-1-37, p. 54.

Your Used Car: Information on second-hand cars for sale, direct from sponsor's lots, on KBST, Big Springs, Tex. 8-1-37, p. 80.

WKRC Safety Patrol: Safety gospel preached by members of school patrol participating in regular program, on WKRC, Cincinnati. 10-1-38, p. 57.

Calling All Tourist Cars: Daily information for tourists in Tulsa area, on KVOO, Tulsa. 8-1-37, p. 71.

Let's Take a Ride: Interviews with passengers from moving automobiles, using pack transmitter, on KFI-KECA, Los Angeles. 11-1-38, p. 56.

Speed Incorporated: Dramatizations of fatal automobile accidents, on KOIN, Portland. 12-15-37, p. 66.

Court of Good Deeds: Ideas on use of leisure time of motorists, as taking old folks for rides, on WBNX, New York. 10-15-37, p. 68.

Death Speaks: Highway safety dramatic series, on WIBA, Madison, Wis. 3-1-37, p. 55.

Highway Safety Drive: Series exploiting data designed to reduce accidents and make the public more appreciative of driving hazards, on WPTF, Raleigh. 9-1-38, p. 40.

Safe Driving School of the Air: Motorist program conducted along regular classroom lines with cooperation of Pennsylvania Motor Police, on WFIL, Philadelphia. 9-15-38, p. 55.

Radio Auto Show: Interview series with local auto dealers describing their new models, on WHK, Cleveland. 12-15-38, p. 40.

Roadmaster: All-auto program carrying news about the latest automobile designs, safety tips and touring suggestions, on KOIN, Portland. 9-15-38, p. 54.

Speed Incorporated: Weekly half-hour motorist-safety feature, dramatizing a fatal accident as taken from state files, on KOIN, Portland, Ore. 9-15-38, p. 54.

Travel and Tourists

Arrowhead Tourist Time: Summer series of tourist interviews, on KDAL, Duluth. 10-15-37, p. 67.

New York Visit: Transcribed descriptions of New York sights by Nancy Grey, staff commentator, on WTMJ, Milwaukee. 10-1-37, p. 32.

Man From Cook's: Travel talks and music, sponsored by Thomas Cook & Son-Wagon-Lits on NBC-Blue. 12-1-38, p. 26.

Travel Man: Thrice-weekly advice to vacationists and travel tips, on WNEW, New York. 5-15-38, p. 60.

Canadian Scene: Mobile unit visits Canadian national parks, recording wild life sounds, broadcast on CBC network and shortwaved to England. 6-15-38, p. 17.

Continental Nights: Musical travelogue on imaginary visits to Old World resorts, on WBIL, New York. 9-15-38, p. 54.

Trailer Tim: Thrice-weekly serial describing mythical trips around the country in a trailer, on WLS, Chicago. 8-1-38, p. 34.

Oakite Special Train: Imaginary visits to prominent cities, sponsored on WABC, New York. 6-1-37, p. 32.

North Shore Travelogue: See-as-you-go description of Arrowhead country by traveling couple, on KDAL, Duluth. 8-15-38, p. 74.

Romance of the Highways: Travelogue series, sponsored by Pacific Greyhound Lines on KFRC, San Francisco, and other West Coast stations. 2-1-37, p. 27.

Roving Prof.: Travelogue-anecdote narrative program, on NBC-Red. 6-15-38, p. 32.

Dawn of a New Day: Preview series on New York World's Fair, on WMCA, New York. 12-15-38, p. 28.

World's Fair Preview: Broadcasted tours through exposition grounds, with descriptions of the Fair in construction and in operation, on WNYC, New York. 12-15-38, p. 28.

World's Fair Highlights: Weekly quarter-hour to acquaint listeners with New York World's Fair activities, on WOV, New York. 11-15-38, p. 58.

Variety

It's Wheeling Steel: Variety program with talent drawn from employes of sponsoring Wheeling Steel Corp., on WWVA, Wheeling. 2-1-38, p. 60.

Fabons Street Follies: Negro amateur night, on KTAT, Fort Worth. 6-15-38, p. 30.

Drink More Milk: Variety program pushing milk, sponsored jointly by milk dealers on WTIC, Hartford. 11-1-38, p. 52.

Arch McDonald's Grab Bag: Potpourri of entertainment and commercials, with prizes for riddle answers, on WJSV, Washington. 10-15-38, p. 55.

Top O' the Mornin': Daily breakfast hour, with listeners invited to studio to eat with announcer during program, food furnished by sponsors, on WTMJ, Milwaukee. 6-1-38, p. 46.

To Be Announced: Twice-weekly "surprise" program, on WATR, Waterbury, Conn. 10-1-38, p. 57.

For Your Approval: Variety programs, featuring new producer for each one, on KGO, San Francisco. 10-1-38, p. 57.

Candid Microphone: Interesting sounds coming into mikes planted in Hollywood Bowl orchestra shell during symphony rehearsals, on KMPC, Beverly Hills. 9-1-37, p. 61.

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SUMMARY-INDEX OF PROGRAM IDEAS AND TITLES

Sunday Outing: Remote programs from local public parks, on WFAA, Dallas. 4-1-38, p. 52.

Four Studio Jamboree: Open house parties in all station's studios, local and out-of-town, on WDZ, Tuscola. 3-1-38, p. 42.

On The Marquee: Weekly variety show featuring "discoveries", on KDKA, Pittsburgh. 10-1-38, p. 56.

The Clambake: Staff members do whatever they like best, on WICA, Ashtabula, O. 3-1-38, p. 42.

Howlers: Radio bulls, Star Radio Program (New York) on WTHT, Hartford. 12-15-37, p. 66.

Dear KIRO: Staff members' answers to listeners' fan letters, on KIRO, Seattle. 12-1-37, p. 52.

Coffee & Doughnuts: Daily early-morning variety show, on WDNC, Durham, N. C. 10-1-37, p. 57.

Bunion Derby: Broadcast of 54-mile marathon hike, sponsored jointly with prizes by KELA, Centralia, and KXRO, Aberdene, Wash. 9-15-38, p. 54.

Boos & Bouquets: Continuity formed of listener mail, read in entirety against a musical background, on KGVO, Missoula, Mont. 2-1-38, p. 56.

Brush Creek Follies: Barn dance show, on KMBC, Kansas City. 1-15-38, p. 58.

Agency Prevue: Broadcast auditions, offered for sponsorship, on KMPC, Beverly Hills, Cal. 2-15-38, p. 91.

All Rules Off: Burlesqued program, not broadcast, but recorded for annual studio Christmas party, at WTIC, Hartford. 12-15-38, p. 40.

Phlubb Clubb: Kangaroo court for announcers, with listeners reporting "bulls" and recommending punishment along line of tricky sentences and tongue-twisters, on WMBD, Peoria. 8-1-37, p. 70.

Zoo Antics: Natural sound program direct from zoo, on KLRA, Little Rock, Ark. 7-15-38, p. 40.

Grand Slam Revue: Variety show with all the studio talent of KDKA, Pittsburgh, using different entertainers each week. 8-15-38, p. 75.

All-Girl Minstrel: Entirely feminine minstrel show, sponsored on WMC, Memphis. 7-15-37, p. 62.

Radio Spotlight: Variety program, featuring university and college talent and band, on KFRU, Columbia, Mo. 12-15-38, p. 39.

Plaza 4900: Morning get-up program, titled with station's telephone number, on WBAL, Baltimore. 2-1-37, p. 32.

Tony's Wake 'Em Up Program: Morning awakener in Italian dialect, on WJMS, Ironwood, Mich. 2-1-37, p. 56.

Mr. Fixit: Listeners' complaint feature, on WFBL, Syracuse. 10-15-37, p. 67.

Good Morning Neighbor: Early morning feature, with telephone connected to mike and all requests broadcast, on WCMI, Ashland, Ky. 4-1-37, p. 84.

Control Room: Incidents in the rehearsal and broadcast of typical network programs, on WBAL, Baltimore. 12-1-37, p. 53.

Star of Today: Short biographies of presentday radio stars, on KQW, San Jose. 10-1-37, p. 56.

Man Under the Street: Special event interviews with utility employees working in manholes and cable tunnels under the streets, on WCLE, Cleveland. 11-15-38, p. 56.

Micro-Tyros: Announcer-audition feature, on KYA, San Francisco. 3-15-37, p. 57.

Complaints Incorporated: Gripe program airing listeners' complaints, on WJAY, Cleveland. 7-15-37, p. 63.

Air Fare: Answers to listeners' questions about radio, studio happenings and staff, on WPTF, Raleigh. 12-1-38, p. 48.

Doghouse Court: Kangaroo court for announcers, on WTMJ, Milwaukee. 10-15-37, p. 68.

Builders Program: Labor union feature, with time donated by station and talent supplied by unions, on WROK, Rockford. 4-15-37, p. 14.

Do You Want to be an Announcer? Amateur commercial announcing contest, on KTUL, Tulsa. 5-1-37, p. 54.

Washington Whoppers: Liar's club contest coupled with negative appeal advertising, sponsored by oil dealers on KWLK, Longview, Wash. 11-15-38, p. 57.

Court of Public Opinion: Listeners sit as jury before a real judge in trying regular programs, on WJNO, West Palm Beach, Fla. 8-15-38, p. 75.

Hollywood Extra on the Air: Combination talent search, variety and dramatic show, using only bona fide movie extras, on KFI, Los Angeles. 3-1-37, p. 54.

New Voices: Weekly audition program, on WEEI, Boston. 12-15-38, p. 40.

Pine Camp Frolics: Twice-monthly quarter-hour produced by t.b. patients from their sanitorium, on WRVA, Richmond. 12-15-38, p. 41.

The Journal Newsboys: Amateur variety show by carrier-boys of *Milwaukee Journal*, on WTMJ, Milwaukee. 4-1-37, p. 42.

The Public Announces: Amateur announcer feature, on WCPO, Cincinnati. 8-1-37, p. 71.

Friendship Circle: Answers to questions about radio personalities and programs, on WTMJ, Milwaukee. 7-15-37, p. 62.

The Suburban Hour: Musical-clock program, under railway sponsorship thru Caples Co., Chicago. 6-15-37, p. 17.

Across the Breakfast Table: Early-morning domestic comedy serial, sponsored on KMBC, Kansas City. 3-15-37, p. 67.

Midday Merry-Go-Round: Variety feature, on WNOX, Knoxville. 8-15-37, p. 52.

Alarm Clock: Get-up program, featuring a contest to unearth the oldest phonograph records, on WSPD, Toledo. 12-1-38, p. 48.

Jack's Jamboree: Zany potpourri of studio talent, strongly backed by commercials, on WFIL, Philadelphia. 12-15-38, p. 24.

Negro Hour: Prominent negro artists on program directed by local clergymen, on WGAR, Cleveland. 8-15-37, p. 53.

Top O' the Morning: Variety show built around pet peeves listed by listeners, on WCFL, Chicago. 7-15-37, p. 62.

Postal Miscellany: Broadcast of auction of unclaimed packages at local postoffice, on KIRO, Seattle. 12-1-38, p. 48.

Saturday Night House Party: Music-fun feature, with announcements in rhyme, on WOAI, San Antonio. 11-15-38, p. 57.

Radio Doubles: Variety program featuring imitators of established radio stars, on KSTP, St. Paul. 3-1-37, p. 54.

Ol' Painter: Early morning musical-clock feature, on WMAQ, Chicago. 6-15-37, p. 20.

The Public Announces: Amateur announcing feature, open to all comers, on WCPO, Cincinnati. 9-1-37, p. 61.

Hello World: Hotel telephone operator acts as announcer, handling calls requiring explanation of facilities of the local Statler Hotel, sponsored by the hotel on WGAR, Cleveland. 12-1-38, p. 52.

WBBM Nutty Club: Celebrity-night pickup from local hotspot, on WBBM, Chicago. 1-15-37, p. 59.

Trial of Talent: Talent contest for high schoolers, on WKST, New Castle, Pa. 12-1-38, p. 48.

Who's Dancing Tonight?: Announcer's contest, conducted from hotel dance floor, on KPO, San Francisco. 7-15-38, p. 48.

Morning Guests: Early morning series with amateur guest artists, on WCAU, Philadelphia. 5-1-37, p. 54.

Bohemian Hour: Foreign language program featuring Bohemian talent and sponsored by Bohemian merchants, on WBNX, New York. 4-1-37, p. 82.

The Talent Scout: Auditions for sponsors of potential professional talent, free from agency and network contractual red tape, on WCFL, Chicago. 11-1-37, p. 66.

Rise & Whine: Melancholy early morning program, on KRIC, Beaumont, Tex. 11-1-38, p. 56.

It's Deep Enough: Special remote program from the holing-through of the 13-mile Mt. San Jacinto tunnel, on CBS. 12-1-38, p. 24.

Hits, Misses & Hisses: Morning potpourri, on KIRO, Seattle. 12-15-37, p. 67.

Let's Go Hollywood: Variety show featuring Warner Bros. stars and originating in Hollywood, sponsored by furriers on MBS. 11-15-38, p. 19.

The Seeing Blind: Daily half-hour variety show produced by blind persons, on WHIP, Hammond, Ind. 8-15-38, p. 74.

Harlem Revue: All-negro variety show, on KFRO, Longview, Tex. 5-1-38, p. 60.

Review of the Week: Rebroadcast of week's best programs, on WJJD, Chicago. 5-1-38, p. 61.

The Labor Hour: Drama, interviews and music in a cooperative show sponsored by seven different labor unions, on WEVD, New York. 11-15-38, p. 68.

Two Little Sheep: Fun program designed to get husband out of "dog house" with his wife, on KTUL, Tulsa. 2-15-38, p. 91.

The Letter Box: Questions and answers about the station and its staff, on WSPD, Toledo. 8-1-37, p. 70.

Carrier Party: Variety program featuring carrier-boy talent, on WSGN, Birmingham. 5-15-37, p. 22.

The Little Show: Musical variety revue, on WBZ-WBZA, Boston-Springfield. 8-1-37, p. 70.

Coffee & Doughnuts: Guest feature, with free breakfasts, on WBAL, Baltimore. 3-1-38, p. 42.

Kamp Kapers: Variety show against background of antics of campers, on WINS, New York. 2-1-38, p. 57.

Search for Talent: Audition contest series for Texas talent, on TSN. 12-15-38, p. 39.

Candid Camera Revue: Variety show with opportunity given camera fans to snap actors and studio, on WSUN, St. Petersburg, Fla. 9-15-38, p. 54.

Behind the Walls: Sustainer, presented direct from state penitentiary, using prison talent, on WBAP, Fort Worth. 7-15-38, p. 49.

Magic in the Air: Magic series explaining tricks performed in the home using ordinary household articles, on MBS. 6-1-38, p. 46.

Kansas Roundup: Weekly variety show presenting the complete entertainment staff of WIBW, Topeka. 10-15-38, p. 58.

Announcer's Court: Weekly audience feature airing listeners' grievances on work of station announcers, on KDYL, Salt Lake City. 7-15-38, p. 49.

The Big Show: Kid shows patterned after the ones they might put on in caves, barns and attics, on KGVO, Missoula. 5-1-38, p. 61.

Radio Announcers Inc.: Half-hour amateur announcer program, on WWVA, Wheeling. 9-15-38, p. 54.

Women's Clubs

Ladies' Aide: Answers to questions of feminine listeners, on KLZ, Denver. 9-15-37, p. 63.

Women Making News: Listeners nominate women deserving recognition and sponsor awards prizes to letter-writers, on WREC, Memphis. 11-15-37, p. 54.

Everywoman's Hour: Interviews on buying with members of the Advertising Women of New York, on WMCA, New York. 2-15-38, p. 91.

Meet the Mrs.: Interviews with women club members, getting women's opinions on everything under the sun, on WGN, Chicago. 10-1-38, p. 56.

Lady of the Week: Salute to clubwoman chosen weekly by other clubwomen, on WPAY, Portsmouth, O. 1-15-38, p. 59.

Meet the Missus: Luncheon meetings of women's groups at Home Arts Guild, on WBBM, Chicago. 11-1-37, p. 13.

KGGM Woman's Club of the Air: Daily woman's program, full of prizes and merchandising ideas, on KGGM, Albuquerque. 12-1-38, p. 30.

At Your Service: Personal service and advice program for women, on WOR, Newark. 12-1-38, p. 48.

Woman's Hour: Everything for women, from fashions to news, on WKRC, Cincinnati. 12-1-38, p. 48.

Alma Kitchell's Brief Case: Concert star and clubwoman discusses radio's importance to women, weekly on NBC-Blue. 10-15-38, p. 55.

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Advertisers' Broadcasting Co.	New York	205 East 42nd St. Murray Hill 4-1364	M. Keilson
Advertisers' Sales Agency	Los Angeles	416 W. 8th St. Vandike 9451	William Richman
Advertisers' Service	Milwaukee	229 E. Wisconsin Ave. Daly 6383	V. A. Fleischmann Jerome Bamberger J. W. Martin H. R. Langhe C. E. Walters
Advertising, Inc.	Richmond, Va.	Central Natl. Bank Bldg. 3-2800	J. Lynn Miller Mrs. A. G. Smithers
Advertising Arts Agency	Los Angeles	510 S. Spring St. Michigan 3884	Paul R. Winans Edward McCallum Arthur C. Richards
Advertising Associates	Newark	850 Broad St. Market 3-0007	J. M. Kesslinger
Advertising Associates	Chattanooga	Chattanooga Bank Bldg. 6-0241	John D. Stanard
Advertising-Business Co.	Fort Worth	1213 Throckmorton St. 3-2421	Thomas L. Yates A. E. Hubbard Jack J. Bissell
Advertising Counselors, Inc.	Phoenix, Ariz.	Ellis Bldg. 4-4177	E. V. Graham I. N. Shun
Advertising Guild, Inc.	New York	258 Fifth Ave. Caledonia 5-6690	Walter H. Marin Sigmund Gottlober
Advertising Trade Service Inc.	New York	315 5th Ave. Murray Hill 4-3800	Phil B. Abrahams
Aircasters Inc.	Detroit	New Center Bldg. Trinity 1-2552	Stanley Boynton
Aitkin-Kynett Co.	Philadelphia	1400 S. Penn Square Rittenhouse 7810	H. H. Kynett Kenneth Burton
R. H. Alber Co.	Los Angeles	1151 S. Broadway Prospect 3331	R. H. Alber
Milton Alexander Co.	Detroit	2445 Mt. Elliott St. Clifford 0384	David Kaplan
Douglass Allen & Leland Davis	Cincinnati	Enquirer Bldg. Cherry 3414	Douglass M. Allen
Earl Allen Co.	Omaha, Neb.	Insurance Bldg. Atlantic 2150	Earl Allen Milton Reynolds
Martin Allen Adv.	Los Angeles	3275 Wilshire Blvd. Drexel 8194	Martin Allen
Alley & Richards Co.	New York	370 Lexington Ave. Lexington 2-3020	H. M. Billerbeck
	Boston	Statler Office Bldg. Hubbard 8850	E. V. Alley
Allied Adv. Agencies	Los Angeles	553 S. Western Ave. Drexel 7331	W. F. Gardner Walter McCreery Ted Dahl
	San Francisco	525 Market St. Douglas 7018	Robert O. Davis
Ambro Adv. Agency, Inc.	Cedar Rapids, Ia.	Merchants Natl. Bank Bldg. 4139	H. J. Rowe
Lee Anderson Adv. Co.	Detroit	8415 E. Jefferson Ave. Lenox 5000	Fred Barrett
	Los Angeles	1151 S. Broadway Prospect 9011	T. Beverly Keim
Andrews Adv. Agency	Detroit	Dime Bank Bldg. Cadillac 7620	Harry Jewell
Anfenger Adv. Agency	St. Louis	1706 Olive St. Chestnut 6380	G. G. Hertslet M. O. Launch
Applegate Adv. Agency	Muncie, Ind.	212 Rose Court 6160	M. Ray Applegate
Arbee Agency	Terre Haute, Ind.	Adv. Arts Bldg. Crawford 5017	W. L. Smith
	Cleveland	Bulkley Bodg. Prospect 6122	C. R. Warner

A—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Armstrong & Riordan	Los Angeles	816 W. 5th St. Michigan 8296	John Riordan
John Falkner Arndt & Co.	Philadelphia	Lewis Tower Pennypacker 3540	Edward A. Davies
J. L. Arnold Co.	New York	71 West 45th St. Bryant 9-8650	J. L. Arnold
Artwil Co.	New York	22 West 48th St. Medallion 3-0813	Arthur Bandman
Associated Adv. Agency	Los Angeles	1151 S. Broadway Richmond 6218	P. O. Narveson
Associated Adv. Agency	Jacksonville, Fla.	Florida National Bank Bldg. 3-1253	Hunter Lynde
Richard B. Atchison Adv. Agency	Los Angeles	5225 Wilshire Blvd. Webster 4191	Richard B. Atchison
Atherton & Currier	New York	420 Lexington Ave. Mohawk 4-8795	John M. Lyden
Harry Atkinson Inc.	Chicago	155 E. Ohio St. Delaware 5800	John T. Fortman
Aubrey, Moore & Wallace	Chicago	230 N. Michigan Ave. Randolph 0830	J. T. Ainley J. H. North
Auspitz & Lee	Chicago	360 N. Michigan Ave. State 7782	I. D. Auspitz Adolph F. Lee
Austin & Spector	New York	32 E. 57th St. Eldorado 5-1270	Alvin Austin Emil Mogul
	Chicago	400 N. Michigan Ave. Delaware 7860	R. M. Singer, Jr.
A W Adv. Inc.	New York	420 Lexington Ave. Mohawk 4-8393	William D. Edward
N. W. Ayer & Son	Philadelphia	West Washington Sq. Lombard 0100	Gerald M. Lauck C. H. Cottington
	New York	500 Fifth Ave. Chickering 4-5600	H. L. McClinton L. Sizer
	Chicago	135 S. LaSalle St. Randolph 3456	B. C. Herrick
	San Francisco	Russ Bldg. Sutter 2534	L. G. Watson
	Detroit	Penobscot Bldg. Randolph 3800	Robert Mortenson
	Boston	Statler Office Bldg. Hubbard 4970	E. C. Greiner

B

Agency	City	Address Telephone Number	Executives In Charge of Radio
Badger & Browning	Boston	75 Federal St. Liberty 3364	Clifford P. Parcher J. L. Badger
Badger & Browning & Hersey	New York	RCA Bldg. Circle 7-3720	W. B. Lowther
S. C. Baer Co.	Cincinnati	Times Star Tower Parkway 0409	S. C. Baer
Baggaley, Horton & Hoyt	Chicago	8 S. Michigan Ave. State 2154	S. V. Horton
A. N. Baker Adv. Agency	Chicago	189 W. Madison St. Franklin 8895	M. H. Wright
Baker and Baker & Associates	Cleveland	Union Trust Bldg. Main 4172	Walter Morrison
Bakers' Consulting Bureau	South Bend, Ind.	111 N. Lafayette Blvd. 4-2167	S. K. Dickstine
Baldwin & Strachan	Buffalo	374 Delaware Ave. Washington 6854	W. M. Baldwin
Ball & Davidson	Denver	Colorado Natl. Bank Bldg. Main 1291	C. A. Salstrand C. H. Phillips P. H. Gray
Barlow Adv. Agency	Syracuse, N. Y.	Starrett-Syracuse Bldg. 3-0134	E. S. Barlow J. R. Coleman
Barnes & Aaron Adv. Agency	Philadelphia	1616 Walnut St. Pennypacker 0437	Warren S. Barnes
Barnes Chase Co.	Los Angeles	1121 S. Hill St. Prospect 4118	H. H. Chase
	San Diego, Cal.	530 Broadway Franklin 7771	Norman R. Barnes
Barrons Adv. Co.	Kansas City	1737 McGee St. Harrison 7730	J. H. Harper F. H. Little Otto Grasse

B—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Jimmie Barry-Adv.	Fort Smith, Ark.	Goldman Hotel 7069	Jimmie Barry Florence L. Kusewitt
Walter Barusch Adv. Agency	San Francisco	25 Taylor St. Ordway 4812	Walter Barusch
G. M. Basford Co.	New York	60 East 42nd St. Murray Hill 2-8200	George J. Sherwin
	Cleveland	Leader Bldg. Cherry 0090	W. S. Leech
Salem N. Baskin Adv. Agency	Chicago	333 N. Michigan Ave. Randolph 0787	A. S. Gourfain W. J. Cobb G. F. Ganser
Bass-Luckoff	Detroit	Lafayette Bldg. Randolph 0707	Louis H. Luckoff Louis Bass
Batten, Barton, Durstine & Osborn	New York	383 Madison Ave. Eldorado 5-5800	Arthur Pryor, Jr.
	Boston	178 Tremont St. Hubbard 0430	Frank Baldwin
	Buffalo	Rand Bldg. Cleveland 7915	Alex Osborn
	Chicago	919 N. Michigan Ave. Superior 9201	Henry Klein
	Cleveland	Terminal Tower Bldg. Prospect 3621	Clarence L. Davis
	Pittsburgh	Grant Bldg. Grant 8060	Leon Hansen
	Minneapolis	Northwestern Bank Bldg. Bridgeport 8881	Wayne Tiss
	Hollywood	1680 N. Vine St. Hollywood 7337	Jack Smalley
Adrain Bauer Adv. Agency	Philadelphia	Architects Bldg. Rittenhouse 4331	Henry Haas
	New York	22 E. 41st St. Caledonia 5-4031	O. J. Hartwig
Bauerlein Inc.	New Orleans	Hibernia Bldg. Raymond 8601	H. S. McGehee
T. R. Bauerle Adv. Agency	Chicago	Merchandise Mart Delaware 2551	....

B—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Beacon Adv. Agency	New York	67 W. 44th St. Murray Hill 2-5728	A. Goldberg
Beans Adv. Agency	Denver	U. S. National Bank Bldg. Tabor 7982	Walter S. Beans
Beaumont & Hohman	Chicago	6 N. Michigan Ave. Central 4231	H. C. Vogel H. A. Hohman Nelson Carter
	Cleveland	NBC Building Cherry 3658	T. R. McCabe
	Seattle, Wash.	810 Third Ave. Seneca 0066	S. Schlenther
	Omaha	Insurance Bldg. Atlantic 0369	O. W. O'Neal
	Atlanta	32 Peachtree St. N.W. Walnut 8633	J. L. Laube
	Dallas	1905 Elm St. 2-5388	Paul H. Leech
	Los Angeles	555 S. Flower St. Trinity 8173	W. C. Beaumont
	San Francisco	220 Montgomery St. Garfield 0848	H. D. Cayford
	Portland, Ore.	Pacific Building Beacon 5151	Elwood Enck
	Charleston, W. Va.	Kanawha Valley Bldg. 3-2941	Duke Burgess
Samuel N. Becker Adv.	Chicago	228 N. LaSalle St. State 8457	S. N. Becker
Beecher Adv. Co.	St. Louis	1706 Olive St. Garfield 0661	Joseph Maxwell Edward Beecher
Sterling Beeson Inc.	Toledo	2nd Natl. Bank Bldg. Main 5815	Sterling Beeson
Behel & Waldie	Chicago	400 W. Madison St. Central 0610	B. D. Waldie
Karl G. Behr Agency	Detroit	Francis Palms Bldg. Cadillac 1088	Karl G. Behr C. E. Huber
Bennett-Adv.	High Point, N. C.	Professional Bldg. 2991	E. A. Resch Harold C. Bennett

THE ALABAMA NETWORK—*"a sponsor's dream"*

United States Department of Commerce
Census of Business 1935
U. S. Retail Distribution

DREAMT LAST NIGHT we called on Henry Frostbite, a gent responsible for an epidemic of chilled spines among station salesmen.

Looking at me with the gleeful relish of a Hottentot visualizing a dinner of well-spiced missionary, he pulled aside a curtain revealing . . . a statistician, . . . a drug manufacturer . . . one food advertiser and an auto tycoon.

Along with the time buyer Frostbite they chanted in unison (but little harmony), "What's the Alabama Network got to offer"?

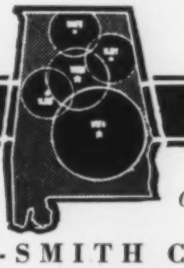
In quavering tones we began:

1. **The five station Alabama Network's primary area has over 53% of Alabama's population.** *(The statistician jotted down a few figures and looked pop-eyed.)*
2. **These folks are responsible for over 64% of Alabama's food sales.** *(Food expert now looked famished.)*
3. **Over 70% of Alabama's drug sales are made in this area.** *(Druggist was sporting a tooth-paste smile.)*
4. **Automotive sales in this territory are over 64% of the entire state.** *(Tycoon automatically shifted his gum and swallowed.)*
5. **More than 60% of Alabama's 375,000 radio homes are covered by the Alabama Network and at a lower cost per radio than any broadcaster in the state.**

We stole a peek at the faces of the assembled "ghouls" and they were beaming. "This must be a nightmare," we gasped.

"Nightmare—heck," they shouted, *"It's a sponsor's dream."*

THE ALABAMA NETWORK



Stations . . . **WSGN** . . **WMFO** . . . **WJBY** . . **WJRD** . . **WSFA** .

Birmingham *Decatur* *Gadsden* *Tuscaloosa* *Montgomery*

National Representatives: **KELLY-SMITH CO.** *New York, Chicago, Detroit, Atlanta*

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

B—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Benson & Dall	Chicago	327 S. LaSalle St. Wabash 8435	R. J. Dooley
Benson-McPheron & Dupin	Louisville	Martin Brown Bldg. Wabash 1466	J. Dale McPheron
Benton & Bowles	New York	444 Madison Ave. Wickersham 2-0400	Tom Revere William J. Fagan
	Hollywood	6253 Hollywood Blvd. Hillside 9151	William R. Baker
Benton & Bowles-Chicago	Chicago	919 N. Michigan Ave. Delaware 7594	Ed Aleshire
Bermingham, Castleman & Pierce	New York	136 E. 38th St. Lexington 2-7550	Arch Bermingham Stewart Wark
Gerald S. Beskin Agency	Minneapolis	Phoenix Bldg. Atlantic 5333	Gerald S. Beskin R. R. Auerbach
Frank Best & Co	New York	9 Rockefeller Plaza Circle 7-6760	A. H. Van Buren
Harvey Best Co.	Philadelphia	1606 Walnut St. Kingsley 1528	Harry B. Schwartz Elinor L. Brown
Bob Betts, Inc.	Denver	Insurance Exchange Bldg. Main 1206	D. H. Hilden
Lee S. Biespiel Adv. Agency	Chicago	664 N. Michigan Ave. Delaware 1816	L. S. Biespiel
George Bijur Inc.	New York	9 Rockfeller Plaza Circle 6-6330	George Bijur
Biow Co.	New York	9 Rockefeller Plaza Circle 6-9300	Milton H. Biow Miss Reggie Schuebel
Bisberne Adv. Co.	Chicago	58 E. Washington St. Randolph 1111	Marcus Bernstine
Blackett-Sample-Hummert	Chicago	221 N. LaSalle St. Dearborn 0900	Jack W. Laemmar Kirby Hawkes
	New York	247 Park Ave. Wickersham 2-2701	George G. Tormey Mrs. Anne Ashenhurst Hummert
Blackstone Co.	New York	1270 Sixth Ave. Circle 7-7890	Milton Blackstone Leon Lee
Blaine-Thompson Co.	New York	321 W. 44th St. Circle 6-0170	Duke Rorabaugh
Blaker Adv. Agency	New York	120 E. 41st St. Caledonia 5-7351	Sidney Sundell
Adolph L. Bloch Adv. Agency	Portland, Ore.	108 N. W. Ninth Ave. Broadway 5664	Bob Hargreaves Adolp L. Bloch
Chas. Blum Adv. Corp.	Philadelphia	1120 Spruce St. Pennypacker 4424	Edward A. McCay Walter W. Michener Charles Blum
Blaine-Thompson Co., Inc.	New York	321 W. 44th St. Circle 6-0170	....
Bolton Adv. Agency	Youngstown, O.	Box 537 2-3604	Paul H. Bolton E. N. Bolton
Booth, Pelham & Co.	Shreveport, La.	Slattery Bldg. 2-2834	Leon Booth
W. Earl Bothwell Adv. Agency	Pittsburgh	Standard Life Bldg. Court 6565	V. A. Dahlman
Botsford, Constantine & Gardner	Portland, Ore.	115 S. W. Fourth Ave. Atwater 9541	D. M. Botsford
	Seattle	Second Ave. Bldg. Elliott 3523	C. P. Constantine
	San Francisco	Russ Bldg. Exbrook 7565	Caryl Coleman
	Los Angeles	714 W. Olympic Blvd. Prospect 0206	John H. Weiser
Bowman & Block	Buffalo	Rand Bldg. Washington 0131	A. A. Bowman N. J. Block
Bowman & Columbia	New York	155 E. 44th St. Murray Hill 2-8260	....
Bowman, Deute, Cummings	San Francisco	215 Market St. Sutter 4933	D. W. Cummings
	Los Angeles	714 W. Olympic Blvd. Prospect 9221	S. P. Trood
	New York	522 Fifth Ave. Murray Hill 2-0392	Thomas Steep
Bowman-Holst-MacFarlane-Richardson	Honolulu, T. H.	Castle & Cooke Bldg. Honolulu 6239	Kenneth B. Carney
J. Clement Boyd Inc.	Montclair, N. J.	14 S. Park St. 2-8360	J. Clement Boyd
	New York	205 E. 42nd St. Murray Hill 4-6406	....
Boyd Co.	Los Angeles	4814 Loma Vista Ave. Vandike 7188	John R. Boyd
Bozell & Jacobs	Chicago	122 S. Michigan Ave. Wabash 1546	Edward Roache
Arthur Braitsch	Providence, R. I.	Hospital Trust Bldg. Dexter 5313	Arthur Braitsch J. A. Lorimer
Brandt Adv. Co.	Chicago	400 W. Madison St. Franklin 2870	C. T. Beall
J. Carson Brantley Adv. Agency	Salisbury, N. C.	123 W. Innes St. 900	J. Carson Brantley A. N. Cheney Hazel Griffin
Braun & Co.	Los Angeles	601 W. 5th St. Mutual 3161	E. A. Waite
Brearley Service Org.	New York	7 East 44th St. Murray Hill 2-1519	Henry R. Gall
Murray Breese Associates	New York	12 East 41st St. Ashland 4-2336	Dr. I. L. Nichols
	Chicago	919 N. Michigan Ave. Superior 0706	John M. Nixon
Bresnick & Solomont	Boston	120 Boylston St. Liberty 4732	Oscar Bresnick
R. C. Breth Inc.	Green Bay, Wis.	310 Pine St. Howard 134	R. C. Breth
Brewer-Weeks Co.	San Francisco	564 Market St. Douglas 8234	W. A. Brewer
Briggs & Varley	New York	14 E. 48th St. Wickersham 2-8534	Tom Varley
Brinckerhoff-Caron	Chicago	540 N. Michigan Ave. Delaware 1185	Joel Caron
Emil Brisacher & Staff	San Francisco	Crocker Bldg. Garfield 0276	Robert T. Van Norden Emil Brisacher Weston Settlemier
	Los Angeles	714 W. Olympic Blvd. Prospect 9368	Robert J. Davis
Broadcast Adv. Inc.	Boston	8 Newberry St. Kenmore 0854	James E. Murley J. J. Manning

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Renewals by advertisers prove those listeners *BUY*.

WROK

1,000 Watts **1410 K.C.**

***Studios in* Rockford and Freeport, Ill.**

KELLY-SMITH Co., *National Representatives*

B—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Clifford F. Broeder Adv. Agency	St. Louis	7171 Manchester Ave. Chestnut 7586	Clifford F. Broeder Wm. H. Hoelke
Rowland Broiles Co.	Fort Worth	Dan Waggoner Bldg. 3-4224	Rowland Broiles Ruth Moseley
Bromberg Adv. Agency	Brooklyn	90 Livingston St. Triangle 5-1250	Frank Bromberg
Brooke, Smith & French	Detroit	82 E. Hancock Ave. Columbia 0860	Herbert Bayle
Brooke, Smith, French & Dorrance	New York	347 Madison Ave. Vanderbilt 3-1800	Lewis R. Amis
Bernard M. Brooks Adv.	San Antonio	Insurance Bldg. Fannin 3972	Bernard M. Brooks
Brooks Adv. Agency	Los Angeles	1031 S. Broadway Prospect 9207	A. R. Brooks
Robert H. Brooks Co.	Little Rock, Ark.	Boyd Bldg. 9712	....
D. P. Brother & Co.	Detroit	General Motors Bldg. Trinity 2-8250	Carl Georgi, Jr.
E. H. Brown Adv. Agency	Chicago	140 S. Dearborn St. State 9383	E. H. Brown
Brown-Alexander	Baltimore	Court Square Bldg. Plaza 7130	Paul E. Brown
Brown & Tarcher	New York	630 Fifth Ave. Circle 6-2626	William Larcombe
Franklin Bruck Adv. Corp.	New York	1270 Sixth Ave. Circle 7-7661	M. J. Kleinfeld Raymond Spector
Buchanan & Co.	New York	1501 Broadway Medallion 3-3380	Louis A. Witten
	Chicago	919 N. Michigan Ave. Delaware 5522	M. H. H. Joachim
	Hollywood	1680 N. Vine St. Gladstone 7104	Fred M. Jordan
	Los Angeles	1709 W. 8th St. Drexel 7101	Fred M. Jordan
Buchanan-Thomas Adv. Agency	Omaha	412 S. 19th St. Atlantic 2125	Adam Reinemund G. H. Lindley
Buchen Co.	Chicago	400 W. Madison St. Randolph 9305	H. R. Safford
J. O. Buckeridge & Co.	Detroit	Francis Palms Bldg. Cherry 4263	A. L. Bogue
Budke-Connell Adv. Agency	St. Louis	1127 Pine St. Central 2988	L. H. Budke
Burnet-Kuhn Adv. Co.	Chicago	520 N. Michigan Ave. Superior 3800	....
Leo Burnett Co.	Chicago	360 N. Michigan Ave. Central 5959	E. R. Gamble
Charles L. Burns & Associates	Cleveland	1243 Rockwell Ave. Main 0654	Charles L. Burns
Burton-Keith Adv.	Chicago	360 N. Michigan Ave. Central 8664	H. K. Conover M. E. Hodge
John L. Butler Co.	Philadelphia	7th & Chestnut Sts. Lombard 6285	John L. Butler
Bert Butterworth Agency	Hollywood	1622 N. Highland Ave. Hollywood 7263	Bert Butterworth
Byer & Bowman	Columbus, O.	203 E. Broad St. Main 3276	Joel M. Burghalter

C

Agency	City	Address Telephone Number	Executives In Charge of Radio
Harold Cabot & Co.	Boston	24 Milk St. Hancock 7690	Harold Cabot
Cahn, Miller & Nyburg	Baltimore	413 N. Charles St. Vernon 4411	C. LeRoy Miller E. Lyell Gunts
Caldwell-Baker Co.	Indianapolis	Merchants Bank Bldg. Lincoln 3666	Howard C. Caldwell
Calhoun Adv. Agency	Denver	Colorado Bldg. Main 5059	....
Calkins & Holden	New York	247 Park Ave. Wickersham 2-6900	J. J. Griffin Ray P. Clayberger
Callaway Associates	Boston	210 South St. Hancock 9471	Morris Susman
D. T. Campbell, Inc.	Chicago	222 W. Adams St. State 2713	E. C. Hanson
W. Austin Campbell Co.	Los Angeles	542 S. Broadway Michigan 3875	W. Austin Campbell
Campbell-Ewald Co.	Detroit	General Motors Bldg. Trinity 2-6200	Garfield C. Packard
	Chicago	230 N. Michigan Ave. Central 1946	John Shuman
	San Francisco	703 Market St. Douglas 5670	R. V. Dunne
	Los Angeles	714 W. Olympic Blvd. Prospect 1275	Steven S. Arnett

C—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Campbell-Ewald Co. of New York	New York	1790 Broadway Circle 7-6383	Louis E. Dean
Campbell-Lampee	New York	370 Lexington Ave. Murray Hill 3-7820	....
Campbell-Mithun	Minneapolis	Northwestern Bank Bldg. Atlantic 3231	E. E. Erickson
Campbell-Sanford Adv. Co.	Cleveland	Farley Bldg. Prospect 4391	L. J. Kraft
	New York	342 Madison Ave. Murray Hill 2-8397	Fred W. Koenig
	Chicago	608 S. Dearborn St. Wabash 6770	S. Geasey
	Toledo, O.	1922 Linwood Ave. Adams 8623	R. L. Sisson
Capitol Adv. Agency Inc.	New York	370 7th Ave. Pennsylvania 6-6459	Charles Blumenstock
Caples Co.	Chicago	225 E. Erie St. Superior 6016	W. E. Gibson
	Los Angeles	412 W. 6th St. Mutual 4143	E. F. Bader Majel Cronk
	New York	230 Park Ave. Vanderbilt 3-8191	Albert Woodley
	Omaha	1416 Dodge St. Jackson 1107	L. M. Branch
Carlson Adv. Agency	Pittsburgh	Investment Bldg. Atlantic 4672	A. G. Carlson
Carlton Adv. Agency	Miami	Postal Bldg. 3-5865	Richard Porterfield L. D. Carlton
Carpenter Adv. Co.	Cleveland	850 Euclid Ave. Main 1570	F. F. Lamorelle
Carter, Jones & Taylor	South Bend, Ind.	Associates Bldg. 3-3171	L. J. Carter
Carter-Owens Adv. Agency	Kansas City, Kan.	825 N. Seventh St. Drexel 3077	Charles Carter Merritt Owens W. G. Rowe
Carter-Thomson Co.	Philadelphia	1420 Walnut St. Pennypacker 9650	A. M. Fanning

THE LAW
OF
RADIO BROADCASTING
BY
A. WALTER SOCOLOW

Member of the New York Bar
Member of the F. C. C. Bar

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SCRIPTS	PROGRAM TITLES
COMPOSERS	UNFAIR COMPETITION
RECORDINGS	NETWORKS
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119 Fulton Street New York, N. Y.

C—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Casey Adv. Co.	Nashville	Third Natl. Bank Bldg. 5-1371	M. E. Suiter
Edward Cave Co.	New York	205 E. 42nd St. Murray Hill 4-3135	Edward Cave
Cecil & Presbrey	New York	247 Park Ave. Wickersham 2-8200	Henry Souvaine
	Chicago	228 N. LaSalle St. Central 5255	LeRoy A. Kling
	Richmond, Va.	Morris Plan Bank Bldg. 3-5547	John Cecil
	Miami, Fla.	Du Pont Bldg. 3-2529	Weston Hill
Central Adv. Corp.	Indianapolis	Board of Trade Bldg. Lincoln 7648	G. Vance Smith
Cesana & Associates	San Francisco	Monadnock Bldg. Exbrook 8572	Carl W. Pierce
Harold S. Chamberlin & Associates	St. Paul	Endicott Bldg. Garfield 4895	H. S. Chamberlin Lillian Fagen Anne C. Wittels Eileen Gallagher
Chambers & Wiswell	Boston	38 Newbury St. Commonwealth 5860	George J. Chambers George C. Wiswell
Cinema Adv. Agency	Hollywood, Cal.	1731 N. Highland Ave. Gladstone 2191	Lawrence Allen
Curtis C. Chapman Co.	Chicago	520 N. Michigan Ave. Delaware 7172	C. C. Chapman
Chappelow Adv. Co.	St. Louis	3615 Olive St. Jefferson 0700	Glenn W. Hutchinson
Charles Adv. Service	New York	32 E. 57th St. Plaza 3-7677	Joseph Boorster

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250,000
PEOPLE
AT HALF THE
COST

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SALT LAKE CITY
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FRANK C. CARMAN, *Manager*

Representative: JOSEPH HERSHEY McGILLVRA
New York Chicago Los Angeles San Francisco Atlanta Toronto

C—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Cheltenham Inc.	New York	551 Fifth Ave. Vanderbilt 3-9158	James E. Wilson
Nelson Chesman Co.	Chattanooga, Tenn.	Hamilton Trust Bldg. 6-4942	Henry Tritschler
Chicago Union Adv. Agency Inc.	Chicago	20 W. Jackson St. Wabash 5732	Simon Levin
Church-Green Co.	Boston	248 Boylston St. Kenmore 5440	Charles E. Beckwith
C. P. Clark Inc.	Nashville	2411 West End Ave. 7-6602	B. T. Gregory C. P. Clark
(See Gottschaldt-Humphrey)	Louisville	Martin Brown Bldg. Jackson 0024	A. Wayne Johns
Darwin H. Clark, Adv.	Los Angeles	541 S. Spring St. Michigan 6021	Darwin H. Clark
E. A. Clarke Co.	Philadelphia	505 Chestnut St. Lombard 4037	E. A. Clarke
Clements Co.	Philadelphia	1601 Chestnut St. Rittenhouse 0236	Miss A. V. West
Cline Adv. Service	Boise, Id.	1st Natl. Bank Bldg. 2491	John Greenlee
Robert M. Clutch Co.	Philadelphia	121 N. Broad St. Rittenhouse 9805	Robert M. Clutch
Oscar L. Coe & Associates	Chicago	540 N. Michigan Ave. Delaware 8020	L. Fischer
Cole's Inc.	Des Moines	720 Grand Ave. 4-0029	Robert S. Cole
Harold I. Collen Adv. Agency	Chicago	160 N. LaSalle St. Franklin 4427	Harold I. Collen
Lorin Collins & Associates	Chicago	737 N. Michigan Ave. Superior 7860	Lorin C. Collins
Wendell P. Colton Co.	New York	122 East 42d St. Ashland 4-7444	A. F. Dermody
Russell C. Comer Adv. Co.	Kansas City	Fairfax Bldg. Harrison 3964	....
	Chicago	540 N. Michigan Ave. Superior 2541	....
Commercial Broadcast Co.	Salt Lake City	Continental Bank Bldg. Wasatch 6908	Leo R. Jensen Howard W. Pingree
Commercial Radio Service Adv. Agency	New York	30 Rockefeller Plaza Columbus 5-0771	A. Luotto
Commonwealth Adv. Agency	Boston	93 Summer St. Hubbard 0230	Jerome O'Leary
Compton Adv. Inc.	New York	630 Fifth Ave. Circle 6-2800	Murray Carpenter John E. McMillin
	Chicago	221 N. LaSalle St. State 8747	Lee Graves
Condon Co. Inc.	Tacoma, Wash.	Washington Bldg. Main 3483	Wm. R. Melton
Andrew Cone Agency	New York	400 Madison Ave. Pennsylvania 6-4492	Hayes Cone
Conner Adv. Agency	Denver	1523 Welton St. Keystone 5351	Cecil R. Conner Wm. H. Wagner C. E. Brace
Continental Adv. Service	Los Angeles	1142 Glendon Ave. W. Los Angeles 3-4494	Will Grant
S. A. Conover Co.	Boston	75 Federal St. Hancock 4770	Albert H. Climes
Coolidge Adv. Co.	Des Moines	Insurance Exchange Bldg. 3-5195	Paul Blakemore R. H. Cary Henry J. Kroeger
Cotter Adv. Agency	Boston	120 Boylston St. Hancock 2424	James Cotter
Frank E. Cox & Staff	Oakland, Cal.	365 17th St. Higate 0323	Frank E. Cox Fred G. Cox
Cowan & Dengler	New York	30 Rockefeller Plaza Circle 7-6190	Helen B. Donovan
Cramer-Krasselt Co.	Milwaukee	733 N. Van Buren St. Daly 3500	J. E. Giebish H. T. Enns
	Detroit	Penobscott Bldg. Cadillac 6012	M. C. Brackett
Chet Crank Inc.	Los Angeles	1942 South Main St. Prospect 8021	Chet Crank
Theodore B. Creamer Adv.	Hollywood	6605 Hollywood Blvd. Hempstead 8137	Theodore B. Creamer
Critchfield & Co.	Chicago	720 N. Michigan Ave. Superior 3061	S. S. Smith, Jr.

C—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Crook Adv. Agency	Dallas	Southwestern Life Bldg. 2-2076	Wilson W. Crook Dale Drake
Samuel C. Croot Co.	New York	28 West 44th St. Bryant 9-2588	D. B. Brant
Crossley & Ham	Portland, Ore.	Oregonian Bldg. Atwater 0213	Louise Hosch
	San Francisco	Chronicle Bldg. Garfield 7785	J. T. Crossley
Crown Adv. Inc.	Brooklyn, N. Y.	26 Willoughby St. Triangle 5-3302	Oscar Kronenberg
Croydon Adv. Agency	New York	18 E. 41st St. Ashland 4-5508	Saul Kamps
Earl M. Cummings, Adv.	Rockford, Ill.	Gas-Electric Bldg. Main 1806	Earl M. Cummings A. B. Brand J. R. McPherson
T. L. Curtis, Adv.	Utica, N. Y.	250 Genesee St. 2-8583	T. L. Curtis
Charles J Cutajar Adv.	New York	19 E. 47th St. Plaza 3-0726	Charles J. Cutajar

D

Agency	City	Address Telephone Number	Executives In Charge of Radio
Dake Adv. Agency	San Francisco	116 New Montgomery St. Sutter 2403	L. E. Dake
Dako Adv. Agency	Minneapolis	300 Nicollett Ave. Geneva 5044	Walter Heynacher
George W. Danielson-Adv.	Providence, R. I.	15 Westminster St. Dexter 5312	C. Arthur Braitsch
D'Arcy Adv. Co.	St. Louis	Missouri Pacific Bldg. Central 6700	....
	New York	515 Madison Ave. Eldorado 5-3765	Felix W. Coste
	Cleveland	Terminal Bldg. Cherry 0158	....
	Atlanta	P. O. Box 1734 Hemlock 7608	....
Jimm Daugherty Inc.	St. Louis	211 N. Seventh St. Main 0790	G. B. Simpson
David Inc.	St. Paul	First National Bank Bldg. Garfield 3872	Angeline M. Clement
Ed Davidson Adv. Agency	San Diego, Cal.	530 Broadway Franklin 3627	Ed Davidson
W. H. Davis, Adv.	Asheville, N. C.	Arcade Bldg. 1245	W. H. Davis
Frank T. Day Inc.	Boston	729 Boylston St. Kenmore 4854	Harry L. Stone
Ben Dean Adv. Agency	Grand Rapids	Houseman Bldg. 8-0666	Ben Dean
De Biasi Adv. Agency Inc.	New York	51 Chambers St. Worth 2-7093	A. De Biasi
John L. deBrueys Agency	Houston	Ben Milam Hotel Capitol 2241	Chris Christensen John L. deBrueys
DeForest Merchandising Bureau	Springfield, Mass.	31 Elm St. 2-7850	....
D'Evelyn & Wadsworth	San Francisco	486 California St. Garfield 8267	Leland L. Levinger
J. H. Diamond & Co.	San Francisco	580 Market St. Garfield 7700	J. H. Diamond
Dicklow Adv. Agency	Dallas	Thomas Bldg. 2-8295	Irene Scott Dicklow
Diener & Dorskind	New York	147 W. 42d St. Bryant 9-8300	Nathan A. Diener
Frank E. Dodge & Co.	Providence, R. I.	Industrial Trust Bldg. Dexter 2470	Richard Lewis William E. Dodge
Doe-Anderson Adv. Agency	Louisville	Martin Brown Bldg. Wabash 3193	Elmer H. Doe Warwick Anderson Ralph Leach
Ralph L. Dombrower Co.	Richmond, Va.	210 E. Franklin St. 3-1113	Wilbur Havens E. I. Wallerstein
Donahue & Coe	New York	1270 Sixth Ave. Columbus 5-4252	Eileen Douglas D. R. Parman
Lee E. Donnelley Co.	Cleveland	Union Trust Bldg. Main 5194	Lee E. Donnelley
Doremus & Co.	New York	120 Broadway Rector 2-1600	Clifford B. Reeves
	San Francisco	544 Market St. Garfield 6688	Lucrezia Kemper
	Chicago	208 S. LaSalle St. Central 9132	H. R. Henderson
	Boston	50 Congress St. Hubbard 1510	John H. McCullough
	Philadelphia	1520 Sansom St. Rittenhouse 0925	William Reid

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D—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Dorland International Inc. (Branches in 63 countries)	New York	RCA Bldg. Circle 7-1360	H. Douglas Hadden
Dorsey Adv. Agency	Philadelphia	Bulletin Bldg. Locust 5547	George Graham
Charles F. Dowd Inc.	Toledo	Richardson Bldg. Main 6234	....
Monroe F. Dreher Inc.	New York	RCA Bldg. Circle 6-0720	Winthrop Williams
	Newark	951 Broad St. Mitchell 2-7918	....
Driver & Co.	Omaha	Redlick Tower Jackson 4640	H. E. Hansen
Drum Agency Inc.	Detroit	Fox Theatre Bldg. Cherry 4522	R. W. Sharp
Jim Duffy Inc.	Chicago	111 W. Washington St. Randolph 4827	James A. Duffy Donald C. Graves
Dundes & Frank	New York	64 W. 48th St. Longacre 3-1633	Norman Winter
John H. Dunham Co.	Chicago	333 N. Michigan Ave. State 0511	Haan J. Tyler Brad Simpson
Dunlap Adv. Co.	Quincy, Ill.	644 Hampshire St. Main 719	O. G. Dunlap
Alvin E. Dyer Adv. Agency	Spokane, Wash.	S 204 Howard St. Riverside 0026	Alvin E. Dyer

E

Agency	City	Address Telephone Number	Executives In Charge of Radio
Eastern States Adv. Agency	New York	19 W. 44th St. Vanderbilt 3-1354	A. Holtzman Henry Brenner
Eastman, Scott & Co.	Atlanta	Mortgage Guarantee Bldg. Walnut 9642	E. Gerry Eastman
Fred H. Ebersold	Chicago	20 N. Wacker Drive Franklin 0106	B. B. Popell
Charles Eckart Co.	Los Angeles	1709 W. 8th St. Drexel 7259	Charles Eckart
Eddy-Rucker-Nickels Co.	Cambridge, Mass.	1400 Massachusetts Ave. Kirkland 4284	Henry O. McCracken
Stanley J. Ehlinger, Adv.	Tulsa, Okla.	421 W. Sixth St. 4-2628	Stanley J. Ehlinger Joe N. Shidler
Harry Elliott Adv.	San Francisco	Monadnock Bldg. Douglas 1146	Harry Elliott
Elliott Adv. Agency	Boston	470 Stuart St. Kenmore 7974	Roy D. Elliott
Sherman K. Ellis & Co.	New York	500 Fifth Ave. Lackawanna 4-3570	Lawrence Holcomb
	Chicago	141 W. Jackson Blvd. Harrison 8612	Ogden Kniffen
A. W. Ellis Co.	Boston	24 School St. Capital 1544	Lester L. Mayo A. W. Ellis
Ellis Adv. Co.	Buffalo	3053 Main St. University 4591	Henry Weil
Joseph Ellner Co.	New York	331 Fourth Ave. Stuyvesant 9-0536	Samuel H. Ellner
Emery Adv. Co.	Baltimore	Baltimore Life Bldg. Plaza 7440	Herbert Schuckle
Engler, McPheron & Dupin	Louisville	Martin Brown Bldg. Wabash 1466	J. Dale McPheron
S. M. Epstein Co.	Detroit	Industrial Bank Bldg. Cadillac 7760	Norman R. Thal
Erwin, Wasey & Co.	New York	420 Lexington Ave. Mohawk 4-8700	John T. Adams
	Chicago	230 N. Michigan Ave. Randolph 4952	Holland C. Engle
	San Francisco	333 Montgomery St. Exbrook 7004	Marigold Cassin
	Los Angeles	714 W. Olympic Blvd. Prospect 5317	H. A. Stebbins
	Seattle	Skinner Bldg. Main 6435	Herbert O. Nelson N. Christiansen
	Minneapolis	Security Bldg. Atlantic 1233	Mac Martin
Lawrence Esmond Adv. Corp.	New York	285 Madison Ave. Caledonia 5-2500	Lawrence B. Epstein
William Esty & Co.	New York	100 East 42d St. Caledonia 5-1900	Richard Marvin Harry Holcombe Almon Taranto
Albert Evans & Le May	Fort Worth	Dan Waggoner Bldg. 2-4184	Albert Evans, Jr. Ed W. Hamann
Export Adv. Agency	New York	271 Madison Ave. Caledonia 5-8738	E. Mazzucchi

F

Agency	City	Address Telephone Number	Executives In Charge of Radio
Fairall & Co.	Des Moines	Capitol Theatre Bldg. 3-5255	L. R. Fairall C. R. Dudley J. S. McLaren
H. W. Fairfax Adv. Agency	New York	19 E. 47th St. Plaza 3-1966	Mrs. Janice S. Hamilton
Federal Adv. Agency	New York	444 Madison Ave. Eldorado 5-6400	George Comtois Joseph J. Hill Frederick C. Bruns
Federal Transcribed Programs	New York	101 Park Ave. Caledonia 5-7530	Edwin A. Pancoast, Jr.
Harry Feigenbaum Adv. Agency	Philadelphia	1420 Walnut St. Locust 0643	David Werman Ralph Hart
Courtland D. Ferguson Inc.	Washington	National Press Bldg. National 8794	Courtland D. Ferguson
	Baltimore	Lexington Bldg. Plaza 4071	Arthur Booth
	Philadelphia	Phila. Saving Fund Bldg. Lombard 7272	John C. Mevius
Ferry-Hanly Co.	New York	500 Fifth Ave. Longacre 5-5000	Edward Oakford
Lawrence G. Fertig & Co.	New York	149 Madison Ave. Murray Hill 4-3300	Miss Elsie Meyer Henry Bretzfield
Robert G. Fields & Co.	Nashville	Bennie-Dillon Bldg. 6-1977	R. G. Fields
Fink & Doner	Detroit	Penobscot Bldg. Cherry 0244	Wilfred B. Doner
Firestone Adv. Agency	St. Paul	Pioneer Bldg. Cedar 3138	Allan L. Firestone
	Minneapolis	Wesley Temple Bldg. Main 3925	Maurice Wolff
First United Broadcasters	Chicago	201 N. Wells St. Randolph 7800	Hugh Rager
Fishler, Zealand & Co.	New York	2 W. 45th St. Vanderbilt 3-6752	Leon Kelley
Fitzgerald Adv. Agency	New Orleans, La.	833 Howard Ave. Raymond 5194	Joseph L. Killeen Temple H. Black
Flack Adv. Agency	Syracuse, N. Y.	527 S. Warren St. 2-3129	John B. Flack Frank G. Harrington
Flager Adv. Inc.	Buffalo	73 W. Eagle St. Cleveland 0925	M. I. Flagler
James R. Flanagan Adv. Agency	New York	505 Fifth Ave. Vanderbilt 3-0088	Donald Peterson
Adrian J. Flanter & Associates	New York	132 W. 43d St. Pennsylvania 6-8448	Adrian J. Flanter
Floortraffik Service	San Francisco	130 Bush St. Garfield 5232	John B. Parsons
Richard A. Foley Adv. Agency	Philadelphia	1616 Walnut St. Kingsley 1560	Russell Gray, Sr. Joseph M. DeLone, Jr.
Stanley W. Foran Adv. Agency	Dallas	Thomas Bldg. 2-5428	Max E. Shippee
Ford, Browne & Mathews	Chicago	100 E. Ohio St. Delaware 3800	....
Foster & Davies	Cleveland	Keith Bldg. Cherry 5792	S. R. Boal
Don F. E. Fox	Utica, N. Y.	Paul Bldg. 4-0313	Don F. E. Fox
Martin Fox Adv. Corp.	New York	1440 Broadway Lackawanna 4-1705	Irwin O. Cohen
Fox Adv. Co.	Baltimore	510 St. Paul St. Vernon 3939	Merral A. Fox
Fox & MacKenzie	Philadelphia	1214 Locust St. Pennypacker 0531	J. B. MacKenzie
R. F. Foulk Adv. Agency	Pittsburgh	331 Fourth Ave. Court 4385	R. F. Foulk
Albert Frank-Guenther Law	New York	131 Cedar St. Cortland 7-5060	Robert J. Herts
	Boston	10 Post Office Square Hancock 5900	Leonard A. Monzert
	Philadelphia	Packard Bldg. Rittenhouse 3915	Robert L. Ingold
	Chicago	1 LaSalle St. Dearborn 8910	Geo. Knott
	San Francisco	111 Sutter St. Sutter 2522	Vincent Beschel
	London EC2, London, Eng.	65 London Wall Metropolitan 1571 Cable "Frankine-London"	F. D. Oakley

F—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Franke-Wilkinson-Schiwetz	Houston	Cotton Exchange Bldg. Capital 0168	Joe B. Wilkinson P. C. Franke, Jr. D. K. Williams
Frankel-Rose Co.	Chicago	43 E. Ohio St. Superior 0707	Al Morey
Franklin Adv. Service	Boston	234 Boylston St. Kenmore 4644	Melvin B. Summerfield
Freitag Adv. Agency	Atlanta	Standard Bldg. Walnut 3493	Joseph V. Freitag
Oakleigh R. French & Associates	St. Louis	4235 Lindell Blvd. Newstead 0037	O. R. French
Morton Freund-Adv.	New York	400 Madison Ave. Wickersham 2-7985	Martin Willsted
Charles Daniel Frey Co.	Chicago	333 N. Michigan Ave. State 8161	A. H. Black
E. M. Freystadt Associates	New York	570 Lexington Ave. Plaza 3-1253	E. M. Freystadt
Jean Scott Frickelton Adv. Agency	San Francisco	1355 Market St. Hemlock 6030	Jean Scott Frickelton
Friend Adv. Agency	New York	220 W. 42d St. Wisconsin 7-4708	Benjamin Friend
Friend-Wiener Adv. Co.	New York	233 Broadway Cortland 7-5350	Ernest H. Wiener
Frizzell Adv. Agency	Minneapolis	Plymouth Bldg. Main 1915	F. L. Frizzell
Harry M. Frost Co.	Boston	260 Tremont St. Liberty 0813	Karl M. Frost Harvey P. Newcomb
	Lynn, Mass.	90 Exchange St. Jackson 0600	....
Fuller & Smith & Ross	New York	71 Vanderbilt Ave. Murray Hill 6-5600	C. T. Williams
	Cleveland	1501 Euclid Ave. Cherry 6700	W. J. Staab
Fulton-deGarmo & Ellis	New York	9 Rockefeller Plaza Circle 7-1085	Louis deGarmo
Fulton, Horne, Morrissey Co.	Chicago	612 N. Michigan Ave. Delaware 5430	E. H. Morrissey
Furman-Gold Co.	New York	1123 Broadway Chelsea 3-8698	H. J. Gold

G

Gale & Pietsch	Chicago	333 N. Michigan Ave. State 9570	R. F. Pietsch
Gallagher & Muir	Philadelphia	21 S. 12th St. Rittenhouse 1457	Edwin A. McKeon
Jerome G. Galvin Adv. Co.	Kansas City	3619 Broadway Valentine 1661	Jerome G. Galvin
Gans Adv. Agency	Newark	810 Broad St. Market 2-5680	Frances Kurland
Gardner Adv. Co.	St. Louis	Mart Bldg. Garfield 2915	Charles E. Claggett E. A. W. Schulenburg
	New York	9 Rockefeller Plaza Columbus 5-2000	Roland Martini Fred H. Kenkel
	West Coast Offices—(See Botsford, Constantine & Gardner)		
Alvin I. Gardner Co.	New York	527 Fifth Ave. Vanderbilt 3-6220	Alvin I. Gardner
Sidney Garfinkel Adv. Agency	San Francisco	703 Market St. Exbrook 3420	F. Frederickson
W. W. Garison & Co.	Chicago	400 N. Michigan Ave. Superior 8191	H. P. Falvey
Geare-Marston	Philadelphia	1600 Arch St. Rittenhouse 3572	Frank Murphy
	New York	420 Lexington Ave. Mohawk 4-0880	Radcliffe Romeyn
General Adv. Agency	Los Angeles	1265 N. Vermont Ave. Olympia 2958	Ralf M. Spangler Ray E. Hill
Gerber & Crossley	Portland, Ore.	1305 SW 12th Ave. Broadway 0515	Dan Gerber J. D. Simon
Gerth-Knollin Adv. Agency	San Francisco	111 Sutter St. Garfield 1081	Edwin P. Gerth James C. Knollin
	Los Angeles	1151 S. Broadway Prospect 2938	J. J. Dickely
J. Stirling Getchell	New York	405 Lexington Ave. Murray Hill 6-4800	Carolyn R. Moser C. A. Snyder
	Detroit	New Center Bldg. Trinity 2-3600	I. H. MacKenzie
	Kansas City	Bryant Bldg. Harrison 8102	Karel Rickerson
	Chicago	59 E. Van Buren St. Harrison 2606	L. O. Homberg

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G—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Geyer, Cornell & Newell	New York	745 Fifth Ave. Wickersham 2-5400	Miss E. L. Larsen
	Detroit	New Center Bldg. Madison 6750	W. R. Denning
George H. Gibson Co.	New York	100 Gold St. Beekman 3-5280	Luis Gibson
Gillham Adv. Agency	Salt Lake City	Continental Bank Bldg. Wasatch 1347	J. Y. Tipton A. W. Rogers Lon Richardson
Bert S. Gittins	Milwaukee	739 N. Broadway Daly 6230	....
Louis Glaser Inc.	Boston	Statler Bldg. Liberty 6044	Everett E. Doten
Glasser Adv. Agency	Los Angeles	672 S. Lafeyette Park Pl. Fitzroy 2141	Grace Glasser J. E. Steyskal
Gleason Adv. Agency	Detroit	David Stott Bldg. Cherry 0970	A. I. Gleason
Ray K. Glenn-Adv.	Oklahoma City	First National Bldg. 3-5439	Lowe Runkle Ray K. Glenn
	Dallas	Liberty Bank Bldg. 2-3334	....
Francis K. Glew, Adv.	Grand Rapids	Murray Bldg. 8-1848	Francis K. Glew
Glicksman Advertising Co.	New York	400 Madison Ave. Plaza 8-0716	Norman Lessing
Max Goldberg Adv. Agency	Denver	Railway Exchange Bldg. Cherry 5533	Max Goldberg Joy Garrison
I. A. Goldman & Co.	Baltimore	100 North Eutaw St. Plaza 3357	I. A. Goldman
Goldsmith Adv. Co.	Newark	1181 Raymond Blvd. Market 2-6817	Louis F. Herman Aubrey G. Brown
H. H. Good Adv. Agency	New York	53 Park Place Cortland 7-3120	H. H. Hoyt

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Hibbing Duluth-Superior Virginia

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New York • Chicago • Detroit • San Francisco • Jacksonville

G—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Goodkind & Morgan (See Raymond R. Morgan Co., Hollywood)	Chicago	919 N. Michigan Ave. Superior 5329	M. Lewis Goodkind
Gotham Adv. Co.	New York	250 Park Ave. Eldorado 5-3726	A. A. Kron
Gottschaldt-Humphrey (Division of C. P. Clark Inc.)	Atlanta	Norris Bldg. Walnut 6341	Bruce Moran
Goulston Co.	Boston	35 Court St. Lafayette 5866	Robert S. Lambert
Grace & Bement	Detroit	New Center Bldg. Madison 4514	L. C. Grace
Robert L. Gracemill Adv. Agency	San Diego, Cal.	So. Title & Trust Bldg. Franklin 3553	Robert L. Gracemill Frank O'Farrell
Grady & Wagner	New York	570 Lexington Ave. Eldorado 5-1625	Frank A. Grady
Grant Adv. Agency	Dallas	Gulf States Bldg. 2-5062	Claudine A. French
	Chicago	Palmolive Bldg. Superior 1596	J. R. Waller
Grant & Wadsworth & Casmir	New York	Chrysler Bldg. Murray Hill 2-4592	F. W. Vurnside
Graphic Guild	New York	11 W. 42d St. Pennsylvania 6-0391	Alex D. Sniffen
Graves & Associates	Minneapolis	Radisson Hotel Atlantic 4531	Ivan H. Graves H. M. Thompson
Jerome B. Gray & Co.	Philadelphia	12 S. 12th St. Walnut 3636	E. H. Rogers
Russel T. Gray Inc.	Chicago	205 W. Wacker Drive Central 7750	R. V. Barr
Finley H. Greene Adv. Agency	Buffalo	360 Delaware Ave. Washington 3371	Finley H. Greene
James A. Greene & Co.	Atlanta	Ten Pryor St. Bldg. Walnut 6305	James A. Greene
Greve Adv. Agency	St. Paul	Minnesota Bldg. Cedar 5400	A. B. Connolly
Grey Adv. Agency	New York	128 W. 31st St. Chickering 4-3900	James H. Lang, Jr.
Griffith Adv. Agency	St. Petersburg, Fla.	Times Bldg. 4311	Robert F. Bullard T. M. Griffith
Griswold-Eshleman Co.	Cleveland	Terminal Tower Main 7626	Earl R. Preble W. A. Weaver
Horace L. Gross Adv. Agency	Philadelphia	1528 Walnut St. Kingsley 2238	Horace L. Gross
Julian Gross Adv. Agency	Hartford, Conn.	11 Asylum St. 7-7179	G. A. Kenney
Groves-Keen	Atlanta	Bona Allen Bldg. Walnut 4517	W. R. Christian
Guenther-Bradford & Co.	Chicago	15 E. Huron St. Superior 9474	William O'Brien
	Los Angeles	536 S. Hill St. Tucker 9241	J. C. Conway
Guggenheim Adv. Agency	San Francisco	200 Bush St. Sutter 6780	George L. Guggenheim
Lawrence C. Gumbinner Adv. Agency	New York	9 E. 41st St. Vanderbilt 3-3550	Herschel Deutsch
Gundlach Adv. Agency	Chicago	400 N. Michigan Ave. Superior 2292	Irving J. Rosenbloom A. DeFord Pitney
Gussow, Kahn & Co.	New York	200 Madison Ave. Ashland 4-6795	Norman Frankel
Howard E. Gymer	Cleveland	Caxton Bldg. Cherry 0494	....

H

Agency	City	Address Telephone Number	Executives In Charge of Radio
Wm. J. Hackenberg, Adv.	Wheeling, W. Va.	Hawley Bldg. 1787	Wm. J. Hackenberg
M. H. Hackett Inc.	New York	9 Rockefeller Plaza Circle 6-1950	John J. Hagan
Melvin F. Hall, Adv.	Buffalo	220 Delaware Ave. Cleveland 4461	M. F. Hall
Halpern Adv. Agency	New York	151 W. 40th St. Longacre 5-7167	Samuel Halpern
Halsell-Humphrey	Oklahoma City	First National Bldg. 2-0605	L. Buchanan

H—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Mason L. Ham, Adv.	Boston	Park Square Bldg. Liberty 2070	Mason L. Ham Lillian H. Heap
J. R. Hamilton Adv. Agency	Chicago	180 N. Michigan Ave. Randolph 7060	J. R. Hamilton G. Ator
Wm. Irving Hamilton Inc.	New York	267 Fifth Ave. Murray Hill 5-1737	Wm. Irving Hamilton
Ruth Hamilton Associates	Los Angeles	542 S. Broadway Michigan 3936	Ruth Hamilton
Hammer Adv. Agency	Hartford, Conn.	983 Main St. 5-4883	M. H. Hammer Arthur Gould
Hansell-Zook	Philadelphia	Land Title Bldg. Rittenhouse 6131	I. Isenberg William Tindall
Hansen-Williams Adv. Agency	New York	RKO Bldg. Circle 7-7162	K. K. Hansen Ned E. Williams
Howard G. Hanvey	San Francisco	Phelan Bldg. Douglas 4100	Howard G. Hanvey
L. J. Harger	Spokane, Wash.	Old Natl. Bank Bldg. Main 5001	L. J. Harger
M. E. Harlan Adv. Agency	San Francisco	525 Market St. Douglas 5721	Paul Harlan M. E. Harlan Leo von Heygendorff M. C. Lodge
R. T. Harris Adv. Agency	Salt Lake City	1st Natl. Bank Bldg. Wasatch 1373	R. L. Brainard
Harrison-Rippey Adv. Co.	St. Louis	Arcade Bldg. Main 1977	Milton Rippey
Hart-Conway Co.	Rochester, N. Y.	45 Exchange St. Main 2073	H. L. Hart J. P. Street, Jr.
George H. Hartman Co.	Chicago	307 N. Michigan Ave. State 0055	Thomas Kivlan
Hartman & Pettingell Inc.	New York	50 Rockefeller Plaza Circle 7-4664	....
Harvey-Massengale Co.	Atlanta	Walton Bldg. Walnut 9117	....
L. B. Hawes General Adv. Agency	Boston	37 Temple Place Liberty 3008	Lester B. Hawes
Hawley Adv. Co.	New York	95 Madison Ave. Caledonia 5-1860	John H. Hawley, Jr.
Haynes Adv. Co.	Omaha	4007 Farnam St. Jackson 0827	J. W. Haynes
Hays Adv. Agency	Burlington, Vt.	252 College St. 852	N. H. Myers
Ralph Heineman Adv. Agency	Chicago	202 S. State St. Wabash 8222	Ralph Heineman
Heintz, Pickering & Co.	Los Angeles	323 W. 6th St. Michigan 6062	Carl M. Heintz William T. Pickering
Hellwig-Miller Co.	New York	9 East 40th St. Lexington 2-3080	George V. Carhart
Henri, Hurst & McDonald	Chicago	520 N. Michigan Ave. Superior 3000	Frank Ferrin
Hevenor Adv. Agency	Albany, N. Y.	11 N. Pearl St. 3-3051	Horace L. Hevenor Veronica N. Hevenor Anne M. White
Ward Hicks Inc.	Albuquerque, N. M.	315 W. Gold Ave. 280	Ward Hicks
Albert P. Hill Co.	Pittsburgh	233 Oliver Ave. Grant 3700	Herbert Gesregan
W. S. Hill Co.	Pittsburgh	323 Fourth Ave. Court 0240	Allen F. Heinecke
Hillman-Shane Adv. Agency	Los Angeles	412 W. 6th St. Vandike 5111	David Hillman
Hirshon-Garfield	New York	580 Fifth Ave. Bryant 9-9350	Marie C. Dowling
Hixson-O'Donnell Adv.	Los Angeles	555 S. Flower St. Mutual 8331	G. K. Breitenstein R. M. Hixson Mel Williamson
B. H. Hockswender Agency	Pittsburgh	Commonwealth Bldg. Atlantic 3389	B. H. Hockswender K. S. Von Senden R. E. Zimmerman
Hoffman & York	Milwaukee, Wis.	808 N. Third St. Daly 6510	Howard L. Peck Wilford York
Hogan Adv. Co.	Kansas City	1010 Walnut St. Harrison 7464	J. L. Corless
Holden, Graham & Clark	Detroit	Donovan Bldg. Cadillac 7810	D. C. Flint
Holmes Inc.	Detroit	David Stott Bldg. Cherry 0970	A. I. Gleason
Frances Hooper Agency	Chicago	400 N. Michigan Ave. Superior 5480	Frances Hooper
Houck & Co., Adv.	Roanoke, Va.	25 Church Ave. 2-3411	....
E. T. Howard Co.	New York	40 E. 49th St. Plaza 3-6861	Arthur Lippmann

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Chamber of Commerce Bldg.
LOS ANGELES

H—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Howard & Gymer	Cleveland	Union Commerce Bldg. Cherry 0494	Frederick Gymer
Hower Adv. Agency Co.	Denver	Midland Saving Bldg. Cherry 1297	Fred Foley
Charles W. Hoyt Co.	New York	551 Fifth Ave. Vanderbilt 3-4690	Everett Hoyt C. B. Donovan
	Hartford, Conn.	650 Main St. 5-6066	Frank A. Whipple
	Boston	216 Tremont St. Liberty 6587	F. P. Walther, Jr.
HSG Adv. Agency	New York	420 Madison Ave. Wickersham 2-3338	Harry S. Goodman
	Chicago	134 N. LaSalle St. Randolph 5263	Stanley C. Florsheim
Huber & Creeden	Boston	45 Newbury St. Kenmore 3600	John S. Giffin Elmer J. Huber Leo F. Creeden
Hubbell Adv. Agency	Cleveland	1220 Huron Road Cherry 0212	Frank Hubbell
Hudson Adv. Co.	New York	75 West St. Bowling Green 9-8950	Michael Gore
Hughes Adv. Co.	Omaha, Nebr.	Omaha Loan Bldg. Atlantic 0868	....
Hughes, Wolff & Co.	Rochester, N. Y.	Taylor Bldg. Stone 2080	F. A. Hughes John P. McCarthy
Humbert & Jones	New York	228 E. 45th St. Vanderbilt 3-1045	K. E. Humbert
Christy Humburg Adv. Agency	St. Louis	904 Pine St. Chestnut 1558	Christy Humburg
H. B. Humphrey Co.	Boston	Statler Bldg. Liberty 4714	K. N. Lambert John C. Strouse
	New York	60 E. 42d St. Murray Hill 2-0362	Raymond Browne

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Agency	City	Address Telephone Number	Executives In Charge of Radio
Humphrey, Prentke & Associates	Cleveland	Engineers Bldg. Cherry 2056	Ralph B. Humphrey Fred Fry
Husband & Thomas Co.	New York	370 Lexington Ave. Caledonia 5-8297	Theodore R. Harris
Hutchins Adv. Co.	Rochester, N. Y.	42 East Ave. Main 3528	Frank Hutchins
Hutchinson Adv. Co.	Minneapolis	Hodgson Bldg. Atlantic 5238	H. K. Painter

I

Agency	City	Address Telephone Number	Executives In Charge of Radio
Ingalls Adv.	Boston	137 Newbury St. Commonwealth 5767	J. Raymond Miniter S. M. Fisher
Wm. A. Ingoldsby Co.	Los Angeles	257 Werdin Place Mutual 7451	A. W. Ingoldsby
Interstate Adv. Agency	Cleveland	Marshall Bldg. Main 9444	G. A. Kirkendale W. A. Kirkendale J. M. Johnson W. B. Dye C. M. Marvin
B. D. Iola Co.	New York	551 Fifth Ave. Murray Hill 2-6332	Irving Berk
Ivey & Ellington	Philadelphia	1400 S. Penn Square Locust 7909	William Gallow
Izzard Co.	Seattle	605 Union St. Elliott 4884	F. G. Mullins Marjorie McPherson Gertrude Nyman
	Portland, Ore.	Fenton Bldg. Atwater 4339	Harold Stone, Jr.
	Tacoma, Wash.	Rust Bldg. Main 6515	John Goff

J

Agency	City	Address Telephone Number	Executives In Charge of Radio
Dillard Jacobs Agency	Atlanta	Candler Bldg. Walnut 3481	P. W. Smith
Volney T. James	Hollywood	1811 N. Whitley Ave. Hillside 5191	Volney T. James
W. C. Jeffries Co.	Los Angeles	716 West 5th St. Michigan 1918	Wilbur C. Jeffries
William Jenkins Adv.	Philadelphia	220 S. 16th St. Kingsley 2800	William Jenkins
Jessop Adv. Co.	Akron	First Central Tower Franklin 3232	M. Rodgers
Johnson, Read & Co.	Chicago	222 W. Adams St. Franklin 6080	A. T. Lewis
Johnson Sel Co.	St. Louis	122 S. Eighth St. Central 0816	John Feinstein
	Chicago	2415 N. Seminary Ave. Lincoln 8396	Selvar G. Johnson
Frank B. Johnston Adv. Agency	New York	117 Liberty St. Barclay 7-3337	Frank B. Johnston
Johnston Adv. Agency	San Francisco	625 Market St. Douglas 8288	Jess T. Yeates
Lyle T. Johnston Adv. Co.	Chicago	612 N. Michigan Ave. Superior 3042	Lyle T. Johnston
Dana Jones Co.	Los Angeles	1206 S. Maple Ave. Prospect 2248	Dana H. Jones O. V. Johnson
Ralph H. Jones Co.	Cincinnati	Carew Tower Main 3351	C. M. Robertson, Jr. Charles J. Coward
	New York	400 Madison Ave. Plaza 3-0101	James M. Nelson
Wylie B. Jones Adv. Agency	Binghamton, N. Y.	Capitol Theatre Bldg. 2-6491	B. W. Heimer
	New York	366 Madison Ave. Murray Hill 2-5767	....
Jones & Brakeley	New York	150 Nassau St. Beekman 3-1981	Alex W. Burger
Wm. A. Joplin Adv. Agency	Portland, Ore.	1011 E. Burnside St. East 3672	W. A. Joplin
Richard Jorgensen	San Jose, Cal.	74 N. First St. Ballard 662	....
Joseph Adv. Agency	Cincinnati	1801 Reading Road Parkway 7850	J. M. Joseph Eli Cohan
Clarence B. Juneau Agencies	Los Angeles	214 S. Vermont Ave. Drexel 1361	Clarence B. Juneau

K

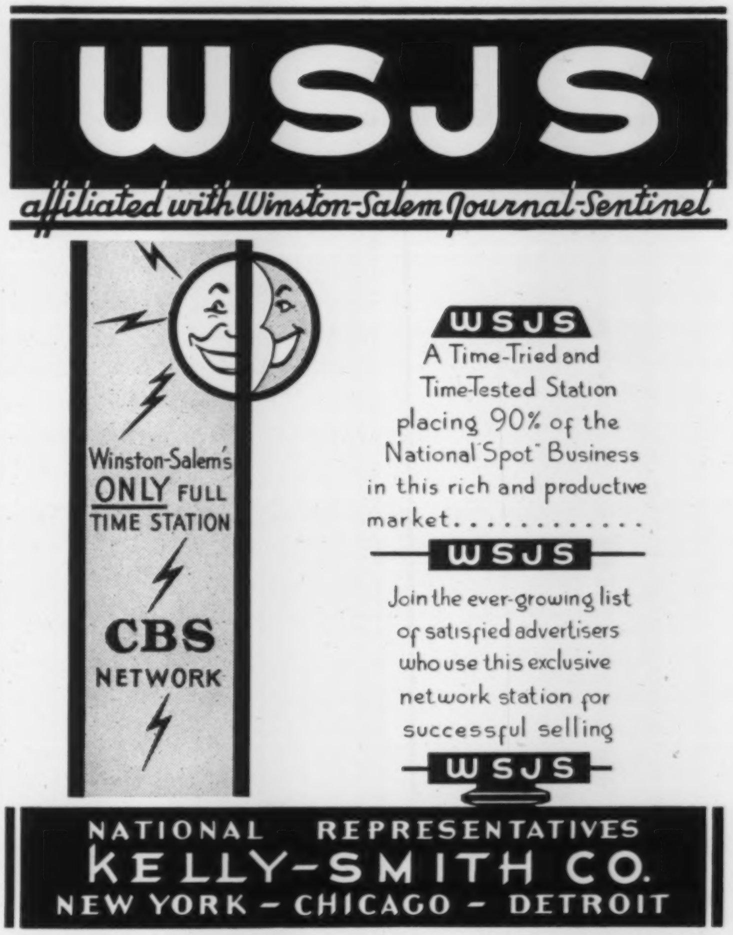
Agency	City	Address Telephone Number	Executives In Charge of Radio
Robert Kahn & Associates	Chicago	430 N. Michigan Ave. Delaware 5480	Robert Kahn
Kal Adv. Inc.	Washington	Star Bldg. Metropolitan 0863	David B. Stein I. T. Cohen
John Karch Adv. Agency	New York	280 Broadway Barclay 7-1045	Michael Altomari

K—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
H. W. Kastor & Sons Adv. Co.	Chicago	360 N. Michigan Ave. Central 5331	....
	New York	RCA Bldg. Columbus 5-6135	....
	St. Louis	Arcade Bldg. Main 3655	....
Joseph Katz Adv. Co.	Baltimore	16 E. Mt. Vernon Pl. Vernon 7094	....
	New York	247 Park Ave. Wickersham 2-2740	....
Alan M. Kaufman	Washington	Star Bldg. District 7443	James J. McNally Alan M. Kaufman
Henry J. Kaufman Adv.	Washington	Homer Bldg. District 7400	Jeffrey A. Abel Vivian Bitner Marjorie King
S. L. Kay Inc.	San Francisco	155 Sansome St. Exbrook 2583	Sidney L. Kay
Tyler Kay Co.	Buffalo	775 Main St. Lafayette 6111	H. Tyler Kay
Kayton-Spiero	New York	230 W. 41st St. Longacre 5-5090	Gerald B. Spiero
Raymond Keane Adv. Agency	Denver	Railway Exchange Bldg. Tabor 7166	Raymond Keane
Keelor & Stites Co.	Cincinnati	Carew Tower Parkway 1311	Sam Malcolm Levy
M. Keilson Adv. Co.	New York	205 E. 42d St. Murray Hill 4-1360	M. Keilson
Kelly, Nason & Winston	New York	30 Rockefeller Plaza Columbus 5-6300	Joseph Burland
Kelly, Stuhlman & Zahrndt	St. Louis	Mart Bldg. Garfield 0777	Charles F. Kelly, Jr. Walter W. Zahrndt V. A. Kelly
Kelso Norman Organization	San Francisco	703 Market St. Douglas 2848	Kelso Norman
Kenyon & Eckhardt	New York	247 Park Ave. Wickersham 2-3920	Tyler Davis
Ketchum, MacLeod & Grove	Pittsburgh	Koppers Bldg. Atlantic 1100	Emil Hofsoos Ernest T. Giles
Key Adv. Co.	Cincinnati	505 Walnut St. Main 1164	....
H. M. Kiesewetter Adv.	New York	9 E. 40th St. Lexington 2-0025	H. M. Kiesewetter S. H. Baker A. C. Christensen
Abbott Kimball Co.	New York	250 Park Ave. Plaza 5-6061	Van Buren Lamb
Lansford F. King	Philadelphia	112 S. 16th St. Kingsly 2378	....
Kingshall Adv. Agency	Pasadena, Cal.	328 N. Lake Ave. Sycamore 36533	Charles E. Sydnor
Albert Kircher Co.	Chicago	111 N. Canal St. Dearborn 8467	Roy E. Dodge
	Philadelphia	12 S. 12th St. Walnut 4341	E. M. Davis
Kirkgasser-Drew Co.	Chicago	400 N. Michigan Ave. Superior 9794	Leslie A. Drew
W. S. Kirkpatrick Adv. Service	Portland, Ore.	American Bank Bldg. Beacon 3109	Robert Mayberry
Klau-Van Pietersom-Dunlap Associates	Milwaukee	744 N. Fourth St. Marquette 6780	Lee I. Archer
Philip Klein Inc.	Philadelphia	1910 Rittenhouse Sq. Pennypacker 3029	Jesse J. Kagel
Kleppner Co.	New York	551 Fifth Ave. Murrayhill 2-6467	Otto Kleppner
Klinger Adv. Corp.	New York	119 W. 57th St. Columbus 5-5990	Atwood A. Klinger
Knox Reeves Adv.	Minneapolis	307 Fourth Ave. S. Bridgeport 4291	....
M. R. Kopmeyer Co.	Louisville	Realty Bldg. Wabash 5061	M. R. Kopmeyer
J. M. Korn & Co.	Philadelphia	1528 Walnut St. Pennypacker 2500	Sandy Guyer
Kraff Adv. Agency	Minneapolis	1010 Second Ave. Bridgeport 3166	Norm E. Kraff
Kremer & Howard	Memphis	Exchange Bldg. 5-4343	Homer Gentry
Krichbaum Co.	Cleveland	Leader Bldg. Cherry 8070	Norman G. Krichbaum
Arthur Kudner Inc.	New York	630 Fifth Ave. Circle 6-3200	Charles Gannon
	Detroit	New Center Bldg. Madison 5315	Robert Copeland
	San Francisco	1601 Van Ness Ave. Graystone 2000	J. H. Hornell
	Washington	Albee Bldg. National 5506	Frank Getty

L

Agency	City	Address Telephone Number	Executives In Charge of Radio
Thomas La Brum Inc.	Philadelphia	Franklin Tr. Bldg. Locust 2162	Thomas J. La Brum
Lake-Spiro-Cohn	Memphis	Sterick Tower 5-1571	Avron Spiro
Lambert & Feasley	New York	9 Rockefeller Plaza Columbus 5-3721	Martin Horrell
Lambin & Carver	Chicago	520 N. Michigan Ave. Delaware 5772	J. L. Lambin
Lamport Fox & Co.	South Bend, Ind.	J. M. S. Bldg. 3-2161	C. F. Prell
A. B. Landou Inc.	New York	270 Broadway Rector 2-5341	Herman Younglieb
Lou Landfield	Los Angeles	844 Wall St. Michigan 8721	Lou Landfield
Landsheft & Warman	Buffalo	Liberty Bank Bldg. Cleveland 7260	Sterling J. Hiles
Lang, Fisher & Kirk	Cleveland	1010 Euclid Ave. Main 6579	Alvin B. Fisher
Lanpher & Schonfarber	Providence, L. I.	58 Weybosset St. Gaspee 4810	Gordon Shconfarber Lawrence Lanpher
Larchar-Horton Co.	Providence, R. I.	Industrial Trust Bldg. Dexter 3316	C. H. Rickard
Rupert L. Larson, Adv.	Los Angeles	407 E. Pico Blvd. Prospect 9013	Rupert L. Larson
Lauesen & Salomon	Chicago	520 N. Michigan Ave. Superior 0738	Wendell Walker F. P. Wagener
Lavenson Bureau	Philadelphia	12 S. 12th St. Lombard 1158	Roland Israel W. Staunton Moylan
Lavin Co.	Boston	Statler Bldg. Liberty 0030	....
Leche & Leche Adv. Co.	Dallas	Mercantile Bldg. 7-1479	....
Leeford Adv. Agency	New York	315 Fourth Ave. Stuyvesant 9-1742	David D. Lee
Al Paul Lefton Co.	Philadelphia	1617 Pennsylvania Blvd. Rittenhouse 1500	Thomas A. Ballantyne
	New York	521 Fifth Ave. Vanderbilt 3-5066	Raymond Soat
	Chicago	435 N. Michigan Ave. Superior 3567	Ray C. Nelson



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Hart Lehman Adv.	New York	116 Broad St. Bowling Green 9-9838	....
Leighton & Nelson	Schenectady	243 State St. 6-4202	George R. Nelson Robt. S. Cragin
Lennen & Mitchell	New York	17 E. 45th St. Murray Hill 2-9170	Mann Holiner Robert W. Orr Jay Clark
	Hollywood	8949 Sunset Blvd. Crestview 15206	Mann Holiner Jay Clark
S. R. Leon, Inc.	New York	1775 Broadway Columbus 5-0020	S. R. Leon
H. B. Le Quatte Inc.	New York	200 Madison Ave. Ashland 4-5571	H. B. Le Quatte
Lessing Adv. Co.	Des Moines	Walnut Bldg. 3-7669	R. J. Flynn D. L. Dungan
Raymond Levy	New York	551 Fifth Ave. Vanderbilt 6-0330	Raymond Levy L. J. Alles
Ted Levy Adv. Agency	Denver	Temple Court Bldg. Cherry 4521	Ted Levy Lois Brown Elizabeth Bushee
Levy-Myerson Agency	Chicago	330 S. Wells St. Harrison 7588	Irvin P. Myerson
Addison Lewis & Associates	Minneapolis	Foshay Tower Atlantic 6235	....
Jay Lewis Associates	New York	45 E. 45th St. Murray Hill 2-5347	Jay Lewis Rose Sorens
Lewis Agency Inc.	Washington	Star Bldg. Metropolitan 4638	G. A. Lewis
Elsie Lichtenstul	Pittsburgh	State Theatre Bldg. Grant 3334	Elsie Lichtenstul
Carr Liggett, Adv.	Cleveland	NBC Bldg. Cherry 3434	Rockwell H. Austin
Monte Little Co.	Huntington	First National Arcade 6164	Monte Little Chas. Gressle
Livermore & Knight Agency	Providence	42 Pint St. Gaspee 6111	Arthur L. Dean Wm. B. Gowdey, Jr
	Boston	Park Square Bldg. Hubbard 6244	I. E. Blaine
Leon Livingston Adv. Agency	San Francisco	Mills Bldg. Sutter 7340	Watson Humphries
Lockwood-Shackelford Adv. Agency	Los Angeles	122 E. 7th St. Trinity 9801	Ralph D. Lockwood Norman Boroughs
Jesse Loeb, Adv.	Washington	Southern Bldg. National 9009	Jesse Loeb
Loeb Adv. Agency	Atlanta	Norris Bldg. Main 6935	Mabel H. Loeb V. A. Pairo
Lester A. Loeb Adv. Agency	New York	25 W. 45th St. Bryant 9-4440	Lester A. Loeb
Loewy Adv. Agency	New York	5 Beekman St. Cortland 7-8585	Henry Loewy
Logan & Stebbins	Los Angeles	811 W. 7th St. Trinity 8821	Barton A. Stebbins Arthur W. Gudelman
Long Adv. Service	San Jose	19 N. Second St. Ballard 5600	Alvin Long
	San Francisco	681 Market St. Douglas 3168	Hassell W. Smith
W. E. Long Co.	Chicago	155 N. Clark St. Randolph 4606	Dan Ryan
Loomis & Hall	Miami	Congress Bldg. 2-7448	Horace E. Loomis C. S. Hall, Jr.
Loomis Adv. Co.	Kansas City	Telephone Bldg. Harrison 1270	Wesley H. Loomis, Jr
Lord & Thomas	New York	247 Park Ave. Wickersham 2-6600	Edward Lasker Norman Morrell John Hymes
	Chicago	919 N. Michigan Ave. Superior 4800	Miss Holly Shively
	Los Angeles	6331 Hollywood Blvd. Hollywood 6265	Thomas A. McAvity John W. Runyon
	San Francisco	Russ Bldg. Sutter 2355	M. Campbell
Lucerna Co.	New York	17 E. 45th St. Murray Hill 2-7267	Nicholas Goldman
Earl Ludgin Inc.	Chicago	230 N. Michigan Ave. Franklin 1762	Vincent R. Bliss
James R. Lunke & Associates	Chicago	919 N. Michigan Ave. Superior 4453	James R. Lunke
Lynn-Fieldhouse	Wilkes-Barre, Pa.	15 S. Franklin 2-7182	L. S. Fieldhouse W. B. Pritchard

L—(Continued)

Agency	City	Address Telephone Number	Executives in Charge of Radio
Lyon Agency	San Francisco	116 New Montgomery St. Douglas 3546	D. E. Lyon
J. Horace Lytle Co.	Dayton	333 W. First St. Adams 2286	J. E. Romig
	Columbus	79 E. State St. Adams 7461	C. L. Jaycox M. L. Brand

M

MacDonald-Cook Co.	South Bend, Ind.	Sherland Bldg. 3-8244	Fred Cook
MacDonald-Potter	Chicago	230 N. Michigan Ave. Randolph 4333	Robert E. Potter
Mace Adv. Agency	Peoria, Ill.	Lehmann Bldg. 7197	M. J. Matusak J. J. Keith
Hays MacFarland & Co.	Chicago	333 N. Michigan Ave. Randolph 9360	Evelyn Stark
MacGruder & Co.	Denver	Midland Savings Bldg. Cherry 4551	W. W. MacGruder L. Golm
Mackay-Spaulding Co.	New York	155 E. 44th St. Mohawk 4-1490	Frederick Ehli W. L. Rech
MacKenzie, Inc.	Minneapolis	431 Clifton Ave. Kenwood 2500	Eben MacKenzie
MacManus, John & Adams	Detroit	Fisher Bldg. Trinity 2-8300	Elmer W. Froelich
	San Francisco	Monadnock Bldg. Douglas 1146	Harry Elliott
MacVeagh & Co.	New York	630 Fifth Ave. Columbus 5-6373	Charlton MacVeagh
Maggart Corp.	Chicago	203 N. Wabash Ave. Central 3861	M. E. Maggart
L. G. Maison & Co.	Chicago	30 W. Washington St. Franklin 7566	L. C. Maison
Malcolm-Howard Adv. Agency	Chicago	20 E. Jackson Blvd. Webster 2110	Arthur M. Hollamp John L. Sullivan
David Malkiel Adv. Agency	Boston	260 Tremont St. Liberty 1421	Harry Lane
T. J. Maloney Inc.	New York	381 Fourth Ave. Murray Hill 4-0766	Mrs. Anne Gibbons
Lloyd Mansfield Co.	Buffalo	110 Pearl St. Washington 2762	Lloyd Mansfield
Manternach Inc.	Hartford, Conn.	170 High St. 2-0193	Arthur H. Patterson
Marschalk & Pratt	New York	535 Fifth Ave. Vanderbilt 3-1525	Curt Peterson
Terrill Belknap Marsh Associates	New York	480 Lexington Ave. Eldorado 5-4570	T. B. Marsh
Martin, Frank & Atherton	Detroit	Fox Theatre Bldg. Randolph 6220	Barbara MacFarland
Gustav Marx Adv. Agency	Milwaukee	125 E. Wells St. Marquette 0726	Gustav Marx
Chas. A. Mason	Detroit	David Stott Bldg. Cherry 1945	Rockwood Bullard
J. M. Mathes Inc.	New York	122 E. 42d St. Lexington 2-7450	Wilfred S. King Fletcher Turner
Matteson-Fogarty-Jordan Co.	Chicago	307 N. Michigan Ave. Randolph 7000	C. C. Fogarty Palmer J. Clark
Maxon Inc.	Detroit	2751 E. Jefferson Ave. Fitzroy 5710	P. C. Beatty
	New York	570 Lexington Ave. Eldorado 5-2930	Don Forker
	Cleveland	Nela Park Mulberry 2600	W. Ray Baker
	Chicago	919 N. Michigan Ave. Delaware 3536	L. J. Sholty
Mayer-Lopez	New York	342 Madison Ave. Vanderbilt 6-1077	Anna F. Schneider
Mayers Co.	Los Angeles	1240 S. Main St. Prospect 0101	Theodore W. Cate
Chas. H. Mayne Co.	Los Angeles	318 W. 9th St. Trinity 5579	N. V. Mayne Eugene P. Ramsay
McCann-Erickson	New York	285 Madison Ave. Lexington 2-1700	Stuart Ludlum Margaret Jessup Dorothy Barstow
	Chicago	910 S. Michigan Ave. Webster 3701	George Dunscomb
	Cleveland	629 Euclid Ave. Cherry 3490	R. M. Alderman
	Denver	Patterson Bldg. Cherry 5518	J. S. Barrows
	Los Angeles	448 S. Hill St. Michigan 4049	A. J. Bruhn
	San Francisco	114 Sansome St. Douglas 5560	Walter Burke H. Q. Hawes

M—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Ray McCarthy Adv. Service	New York	9 Rockefeller Plaza Columbus 5-2050	Ray McCarthy Leonard F. Winston
McCarty Co.	Los Angeles	1206 S. Maple Ave. Prospect 9132	Terrell McCarty M. L. Gowans H. E. Cassidy
	San Francisco	116 New Montgomery St. Sutter 8224	E. W. Shafer
McCord Co.	Minneapolis	First National-Soo Line Bldg. Bridgeport 1225	Betty Grove C. F. Baker
McCormick Co..	Amarillo, Texas	217 E. 7th 5333	John R. Forkner
McDaniel, Fisher & Spelman	Akron, O.	First Central Tower Franklin 7108	A. C. Fisher
McDougall & Weiss	Chicago	410 N. Michigan Ave. Superior 2012	Charles H. McDougall Edward H. Weiss
McGiveran-Child Co.	Chicago	10 S. LaSalle St. Franklin 3322	Dorothy H. McGiveran Janet H. Child
McJunkin Adv. Co.	Chicago	228 N. LaSalle St. State 5060	Frank R. Steel
McKee & Albright	Philadelphia	1400 S. Penn Square Locust 4737	....
	New York	RCA Bldg. Columbus 5-2058	....
McLain Organization	Philadelphia	12 S. 12th St. Walnut 1131	Alice B. Thompson
R. J. A. McLaughlin & Associates	Washington	Southern Bldg. Republic 1771	R. J. A. McLaughlin
Frank A. McMahon	New York	Wellington Hotel Circle 7-5570	Frank A. McMahon
Philip J. Meany Co.	Los Angeles	816 W. 5th St. Michigan 3601	Philip J. Meany Carl Tester
J. Leslie Meek & Co. Adv.	San Francisco	564 Market St. Garfield 7511	J. Leslie Meek
Howard Meermans, Inc.	Cleveland	3030 Euclid Ave. Henderson 4220	C. E. Meermans
Meldrum & Fewsmith	Cleveland	Leader Bldg. Cherry 4505	R. G. Simmons
	Toledo	2d National Bank Bldg. Adams 5235	Stanwood Morrill
Menken Adv. Inc.	New York	1776 Broadway Circle 7-1186	Anna R. Belman
Merchandising Associates Inc.	South Bend, Ind.	211 Service Court 3-1275	W. Donald Dunkle
Herbert V. Mercready Adv.	Garwood, N. J.	Dif Bldg. Westfield 2-2500	Herbert V. Mercready
Yale Merrill Co.	Baltimore	Calvert Bldg. Plaza 0607	Yale Merrill
Merrill Adv. Co.	New York	11 West 42d St. Pennsylvania 6-6923	....
	Cincinnati	C. of C. Bldg. Cherry 3006	....
Metropolitan Adv. Co.	New York	92 Liberty St. Rector 2-0450	Chester H. Miller H. Sloan
	Los Angeles	462 E. 3d	A. F. Nelson
Mid-Town Adv. Agency	New York	47 E. 44th St. Murray Hill 9-8990	Sol Prowler
Midwest Adv. Agency	Rockford, Ill.	Talcott Bldg. Main 1456	W. A. Pitschke
Allen G. Miller Co.	Grand Rapids	24 Wealthy St. 9-3451	Allen G. Miller
Harry M. Miller Inc.	Columbus	22 E. Gay St. Adams 7243	....
	Cincinnati	Enquirer Bldg. Cherry 1844	Robert M. Fleming
John Thomas Miller	New York	71 W. 35th St. Wisconsin 7-3996	George Hecker
M. Glen Miller	Chicago	8 S. Michigan Ave. Franklin 1310	Marian A. MacKenzie
W. A. Miller Adv. Agency	Oakland, Cal.	1736 Franklin St. Templebar 3983	W. A. Miller John B. Hart Julia M. Menken
Miller Agency Co.	Toledo	2144 Madison Ave. Main 6194	David Heer
Ray Mills Adv. Agency	Lewiston, Me.	14 Lisbon St. 3417	Raymond T. Mills
Milne & Co.	Seattle	Exchange Bldg. Main 2136	R. P. Milne Jas. K. Heffernan
Dan B. Miner Co.	Los Angeles	1151 S. Broadway Richmond 3101	Fred Meyer John Guedel J. S. Miner
Mitchell Adv. Agency	Minneapolis	Essex Bldg. Main 5387	J. H. Mitchell
Mitchell-Faust Adv. Co.	Chicago	230 N. Michigan Ave. State 6610	Paul Holman Faust C. J. Turner Dorothy L. Parsons
Mithoff & White	El Paso	Martin Bldg. Main 4500	Gerald F. Perry
Arthur R. Mogge Inc.	Chicago	307 N. Michigan Ave. State 2908	Albert Swanson
	St. Louis	Arcade Bldg. Central 4123	E. E. Kromnacker
Howard H. Monk, Adv.	Rockford, Ill.	Brown Bldg. Main 2020	Howard H. Monk
Montrose-Rosenberg Co.	New York	8 West 40th St. Bryant 9-6345	J. J. Rosenberg
C. Church More & Co.	Los Angeles	117 W. Ninth St. Vandike 0540	C. Church More
Ralph Moore Inc.	St. Louis	208 N. Broadway Chestnut 8728	Ralph Moore
Chester C. Moreland Co.	Cincinnati	114 Garfield Place Parkway 1178	Chester C. Moreland
Raymond R. Morgan Co.	Hollywood	6362 Hollywood Blvd. Hempstead 4194	Raymond R. Morgan Ernest Hix Richard E. Messer
R. A. Moritz Co.	Davenport, Ia.	Kahl Bldg. 2-3181	R. A. Moritz
H. C. Morris & Co.	New York	420 Lexington Ave. Lexington 2-8650	H. C. Morris
Morris & Davidson	Chicago	430 N. Michigan Ave. Superior 3933	W. Pinsker
Morris-Schenker-Roth	Chicago	230 N. Michigan Ave. State 4050	Nathan Pearlstein
Morrison Adv. Agency	Milwaukee	709 N. 11th St. Marquette 5372	Marie M. Murray
Morse International	New York	122 E. 42d St. Lexington 2-6727	J. L. Rawlinson

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Hospitality
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The vacation of your lifetime awaits you in Miami Bask in the glorious sunshine of America's tropics, while enjoying the hospitality of El Comodoro Hotel. Here you are just a whisper from all activities and recreations. Rates are very moderate: from $2.50 single, $4.00 double. Season rates upon request. Our famous air-cooled coffee shop is unexcelled for fine, moderately priced food. Popular cocktail lounge.

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JOSEPH H. ADAMS, MANAGER

EL COMODORO Hotel

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DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

M—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Moser & Cotins	Utica, N. Y.	10 Hopper St. 4-6141	....
	New York	420 Lexington Ave. Mohawk 4-7187	A. Poppenberg
Moss Adv. Agency	Greensboro, N. C.	808 Summit Ave. 2-0672	Edgar Allen Moss
Moss Associates	New York	110 W. 40th St. Lackawanna 4-3966	Hines Hatchette
Faraon Jay Moss Inc.	Hollywood, Cal.	1112 Hilldale Ave. Bradshaw 24986	Madeline Aryds Moss
Moss-Chase Co.	Buffalo	425 Franklin St. Grant 8614	E. J. Felt
C. Wendal Muench & Co.	Chicago	210 E. Ohio St. Whitehall 7717	George R. Euwema Carl Forsberg
J. P. Muller & Co.	New York	19 W. 44th St. Murray Hill 2-2085	A. H. Lange
C. N. Mullican Co.	Louisville	Realty Bldg. Jackson 5834	C. N. Mullican
Mumm, Romer, Robbins & Pearson	Columbus, O.	33 N. Grant Ave. Main 1385	H. J. Nichols L. J. Sullivan
Willard G. Myers	New York	RCA Bldg. Circle 7-5572	Willard G. Myers C. G. Norton

N

Agency	City	Address Telephone Number	Executives In Charge of Radio
Wesley K. Nash Co.	St. Louis	Mart Bldg. Chestnut 4155	H. W. Smalley
National Adv. Inc.	San Francisco	Phelan Bldg. Exbrook 7321	Samuel Lewis
Needham, Louis & Brorby	Chicago	360 N. Michigan Ave. State 5152	Helen Wing Otto R. Stadelman
	Milwaukee	231 W. Wisconsin Ave. Marquette 7527	Harry L. Bird
	Hollywood	....	Cecil Underwood
Neff-Rogow	New York	30 Rockefeller Plaza Circle 7-4231	William Rogow Walter J. Neff
Neisser-Meyerhoff	Chicago	400 N. Michigan Ave. Delaware 7860	Walter R. Neisser A. E. Meyerhoff
	Milwaukee	759 N. Milwaukee St. Marquette 3144	Fred Hinrichs
	Los Angeles	530 W. 6th St. Tucker 2607	George Taylor
Nelson-Gilliam Associates	New York	1650 Broadway Cirlce 7-2829	Ted Nelson Marion K. Gilliam
Nesbitt Service Co.	Cleveland	Hanna Bldg. Cherry 4804	K. A. Nesbitt M. Murphy
Newell-Emmett Co.	New York	40 E. 34th St. Ashland 4-4900,	William Reydel Newman F. McEvoy
Newhoff-Kaufman Adv. Agency	Baltimore	Calvert Bldg. Plaza 7155	Marx S. Kaufman G. Paul Forman
N. J. Newman Adv. Agency	Los Angeles	416 W. 8th St. Trinity 7664	N. J. Newman
Howard W. Newton Co.	Beverly Hills, Cal.	9533 Brighton Way Bradshaw 2-2801	Richard T. Clarke
Robert S. Nichols Agency	Seattle	Lloyd Bldg. Seneca 0050	Robert S. Nichols Robert Hillis Jack McClintock
Niles-Richman Co.	New York	366 Madison Ave. Murray Hill 2-5239	David Niles
Northwest Radio Adv. Co.	Seattle	American Bank Bldg. Main 9282	Edwin A. Kraft W. L. Paul Dean Sherman
Norton Adv. Service	Niagara Falls, N. Y.	615 Orchard Parkway 3508	M. Bradley Norton
Robert L. Nourse Co.	Los Angeles	1320 S. Los Angeles St. Prospect 7106	Robert L. Nourse Dorothy M. Stewart H. H. Hindley
Earl C. Noyes Adv. Agency	Rutland, Vt.	129 State St. 56	Al Taylor Earl C. Noyes

O

Agency	City	Address Telephone Number	Executives In Charge of Radio
Ogden Adv.	Kalamazoo	American Nat'l Bank Bldg. 4967	M. Dale Ogden
O'Dea, Sheldon & Canaday	New York	400 Madison Ave. Plaza 3-1670	J. F. Quick
Ohio Adv. Service	Cleveland	1740 E. 12th St. Prospect 7177	S. L. Abrams Clay Herrick
P. F. O'Keefe Adv. Agency	Boston	45 Bromfield St. Liberty 1700	W. C. Sampson

O—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Olmsted-Hewitt	Minneapolis	1200 Second Ave. S. Atlantic 0202	Ward H. Olmsted Gordon Daline
Olsen & Kelley	Milwaukee	161 W. Wisconsin Ave. Marquette 6178	....
O'Malley Adv. & Selling Co.	Boston	244 School St. Capitol 0060	Charles D. O'Malley Louis J. O'Malley

P

Agency	City	Address Telephone Number	Executives In Charge of Radio
Pacific Adv. Staff	Oakland, Cal.	414 13th St. Templebar 2885	Eric F. Dandy
	San Francisco	111 Sutter St. Douglas 2310	Robert L. Smith
Pacific Market Builders	Los Angeles	448 S. Hill St. Trinity 4937	Fred Swartz Ed Church
Packard & Neff	Detroit	2210 Park Ave. Cadillac 9145	M. A. Neff C. A. Packard
Paris & Peart	New York	370 Lexington Ave. Caledonia 5-9840	Eugene J. Cogan Frank H. Pamentel
Tom Jones Parry, Inc.	Seattle	Hoge Bldg. Seneca 0989	Tom Jones Parry
Harry J. Patz Co. Adv.	Baltimore	Hearst Tower Bldg. Calvert 3887	Harry J. Patz Theo. J. Patz
W. Montague Pearsall	New York	30 Vesey St. Cortlandt 7-3700	W. Montague Pearsall
Peck Adv. Agency	New York	444 Madison Ave. Plaza 3-0900	Arthur Sinsheimer
Pedlar & Ryan	New York	250 Park Ave. Eldorado 5-7700	Gregory Williamson Edgar Sisson
Harry G. Penman Adv.	Seattle	2603 Third Ave. Seneca 1345	H. G. Penman
Perrin-Paus Co.	Chicago	8 S. Michigan Ave. Central 7971	D. L. Paus
Perry Adv. Organization	Baltimore	218 Water St. Plaza 5087	A. J. Perry
Pettinella Adv. Co.	New York	1 Union Square Algonquin 4-1165	Fernando Pettinella
Stanley Pflaum Associates	Chicago	737 N. Michigan Ave. Delaware 2722	Stanley F. Pflaum W. B. Booth
Phelps-Engel-Phelps	Chicago	919 N. Michigan Ave. Superior 7656	Ann Lindgren
Harry C. Phibbs Adv. Co.	Chicago	43 E. Ohio St. Superior 9677	T. J. Ditchfield
Edwin M. Phillips & Co.	New York	420 Lexington Ave. Mohawk 4-5590	Edwin M. Phillips
Picard Adv. Inc.	New York	250 W. 57th St. Columbus 5-4121	Richard A. Picard
Harold W. Pickering, Adv.	Salt Lake City	12 E. South Temple St. Wasatch 2658	Harold W. Pickering
Pitluk Adv. Co.	San Antonio	Alamo National Bldg. Garfield 7268	Ben S. Lee J. N. Pitluk Harold M. London Norman D. Schwerke
Platt-Forbes	New York	386 Fourth Ave. Caledonia 5-4440	Rutherford Platt
R. J. Potts & Co.	Kansas City	101 W. 11th St. Victor 4433	J. B. Woodbury R. J. Potts D. B. Mindlin
Potts-Turnbull Co.	Kansas City	912 Baltimore Ave. Victor 9400	G. F. MaGill
Edward M. Power Co.	Pittsburgh	Oliver Bldg. Atlantic 0827	Edward M. Power, Jr. George E. Eisenhauer
John O. Powers Co.	New York	220 E. 42d St. Vanderbilt 3-9747	Robert W. Powers
Presba, Fellers & Presba	Chicago	360 N. Michigan Ave. Central 7683	E. A. Fellers Bert S. Presba Will B. Presba
Prins & Keifer	New York	6 E. 45th St. Murray Hill 2-0155	....
Pritchard & Thompson Adv. Agency	New Orleans	403 Baronne St. Raymond 7516	Robert H. True
Productive Adv. Agency	Los Angeles	6127 S. Western Ave. Pleasant 4111	W. H. Reuter
Purse Co.	Chattanooga	435 Chestnut St. 7-1264	....

Q

Agency	City	Address Telephone Number	Executives In Charge of Radio
John W. Queen	Boston	5 Park Square Hancock 2810	John W. Queen Alice E. Potter

R

Agency	City	Address Telephone Number	Executives In Charge of Radio
Erle Racey Adv. Agency	Dallas	Thomas Bldg. 2-6128	Erle Racey
Radcliffe-Scott & Associates	Little Rock	National Standard Bldg. 2-2539	R. T. Scott
Radio Adv. Co.	Buffalo	Brisbane Bldg. Washington 2714	Anajeanne Brady Robert P. Mendelson
Radio Broadcasting Co.	Boston	Statler Bldg. Hubbard 1225	James F. Fay
L. W. Ramsey Co.	Davenport, Ia.	Union Bank Bldg. 3-1889	E. G. Naeckel
	Chicago	230 N. Michigan Ave. Franklin 6996	....
Randall Co.	Hartford, Conn.	75 Pearl St. 7-8233	Wilbur Randall
	New York	6 E. 45th St. Vanderbilt 6-4952	Robert Dorfman
Fred M. Randall Co.	Detroit	Book Tower Cadillac 4662	C. E. Foerster
William H. Rankin Co.	New York	9 Rockefeller Plaza Circle 6-3550	William H. Rankin Jr.
Ratcliffe Adv. Agency	Dallas	Southland Life Bldg. 2-8035	O. S. Bruck D. P. Neal
Rawson-Morrill	Atlanta	41 Exchange Place Walnut 3594	Charles A. Rawson H. L. Morrill, Jr. M. P. Hinton
Howard Ray Adv. Agency	Los Angeles	320 West 9th St. Trinity 8532	Howard Ray
L. Raymond Co.	Los Angeles	1151 S. Broadway Prospect 3511	Lawrence Raymond
Charles Dallas Reach Adv.	Newark	58 Park Place Market 3-5100	Chas. Dallas Reach
	Syracuse, N. Y.	Onondago Co. Bank Bldg. 3-3136	....
Realservice Inc.	New York	110 W. 34th St. Pennsylvania 6-4411	J. T. Hanft
Redfield-Johnstone	New York	247 Park Ave. Plaza 3-6120	Norman Livingston
Redmond Co.	Boston	38 Newbury St. Kenmore 8766	C. A. Dana Redmond
Edwin I. Reeser	Tulsa, Okla.	223 S. Cheyenne 3-6156	Edwin I. Reeser
Betram Reibel Adv.	Chicago	823 S. Wabash Ave. State 2125	Bertram Reibel
Reibetanz & Co.	Baltimore	Keyser Bldg. Calvert 0716	Edgar F. Reibetanz
Morgan Reichner & Co.	New York	400 Madison Ave. Wickersham 2-3100	Morgan S. Reichner George J. Arkedis
Reincke-Ellis-Younggreen & Finn	Chicago	520 N. Michigan Ave. Whitehall 7440	R. B. Williams
Emil Reinhardt Agency	Oakland, Cal.	324 13th St. Templebar 2408	Emil Reinhardt
Reiss Adv., Inc.	New York	Rockefeller Center Columbus 5-4632	C. Motta Newton R. Barrett
Roger B. Relkin Co.	New York	370 Lexington Ave. Ashland 4-3531	Roger B. Relkin
William B. Remington Inc.	Springfield, Mass.	21 Beese Place 2-2135	D. M. Ricks H. F. King
Remsen Adv. Agency	New Haven	246 Meadow St. 8-1181	John R. Demarest
	Hartford, Conn.	197 Asylum St. 2-9074	....
	Bridgeport, Conn.	301 John St. 4-2167	L. P. MacAdams
Resnick Adv. Agency	Milwaukee	714 N. 11th St. Daly 3670	Max Resnick
Rever Adv. Agency	New York	1125 Teller Ave. Topping 2-6717	Fay Permy William J. Salva
Rufus Rhoades & Co.	San Francisco	De Young Bldg. Exbrook 6469	A. W. Scott
Rickerd, Mulberger & Hicks	Detroit	Maccabees Bldg. Temple 1-3636	R. H. Edsall
	Milwaukee, Wis.	Mariner Tower Daleu 4358	H. C. Mulberger
Ridgway Co.	St. Louis	1901 Locust St. Central 6622	Mrs. M. D. Corbett
Allen Rieselbach Adv. Agency	Milwaukee	828 N. Broadway Marquette 4242	....
Lee Ringer Adv.	Los Angeles	3923 W. 6th St. Drexel 8131	Lee Ringer
Ritchie, Collby, Thompson & Co.	Houston	Marine Bank Bldg. Preston 9207	Frank O. Colby

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Agency	City	Address Telephone Number	Executives In Charge of Radio
Philip Ritter Co.	New York	130 W. 42d St. Wisconsin 7-0895	Philip Ritter, Jr.
Dan Rivkin	Philadelphia	220 S. 16th St. Pennypacker 5766	Dan Rivkin
Richard T. Robb & Associates	Chicago	28 E. Jackson Blvd. Wabash 8670	R. T. Robb
Fred A. Robbins Inc.	Chicago	360 N. Michigan Ave. State 6273	Ralph N. Cushing
Osgood Roberts & Associates	Washington	Barr Bldg. Metropolitan 3346	Osgood Roberts
Roberts & MacAvinche	Chicago	30 N. Dearborn St. Randolph 1461	....
Roberts & Reimers	New York	551 Fifth Ave. Murray Hill 2-3175	Robert P. Reimers
Elwood J. Robinson Adv. Agency	Los Angeles	541 S. Spring St. Mutual 1142	Robert F. Dennis
Roche, Williams & Cunnyngham	Chicago	310 S. Michigan Ave. Harrison 8490	N. J. Cavanagh
	Philadelphia	1500 Chestnut St. Rittenhouse 3750	G. C. Pierce
	Milwaukee	Carpenter Bldg. Marquette 5249	Edwin B. Self
Lincoln Roden Inc.	Philadelphia	Lewis Tower Pennypacker 5971	Lincoln Roden, Jr.
Roger Williams Co.	Cleveland	1608 E. 24th St. Prospect 2333	Annette Hunt
Rogers & Smith Adv. Agency	Chicago	20 N. Wacker Drive Dearborn 0021	Roland R. Blair
Rogers & Smith	Dallas	Wholesale Merchants Bldg. 7-1477	Connie Joan Connor Howard N. Smith
Rogers, Gano & Gibbons	Chicago	Mather Tower Franklin 4883	J. C. Bachrodt
	Tulsa, Okla.	National Bank of Tulsa Bldg. 2-2222	J. Burr Gibbons
Rogers-Gano Adv. Agency of Texas	Houston	Bankers Mort. Bldg. Fairfax 6301	....
C. M. Rohrabaugh	Philadelphia	Lincoln Liberty Bldg. Rittenhouse 0557	C. M. Rohrabaugh
Romer Adv. Service	Washington	Woodward Bldg. District 7161	Frank Romer W. E. Pell J. S. Beattie
Root-Mandabach Adv. Agency	Chicago	646 N. Michigan Ave. Superior 8247	Perrin B. Root
Roscoy	Philadelphia	1622 Chestnut St. Locust 7700	A. Rosenman
Wm. Ganson Rose Inc.	Cleveland	Terminal Tower Prospect 6171	David C. Roads
Rose-Martin Inc.	New York	21 W. 46th St. Bryant 9-4621	Alvin H. Kaplan
Arthur Rosenberg Co.	New York	570 Seventh Ave. Chickering 4-4420	Arthur Rosenberg
Albert M. Ross Inc.	New York	9 Rockefeller Plaza Circle 6-3340	Marion Gunn
W. B. Ross & Associates	Los Angeles	1909 Estrella Ave. Prospect 4151	W. B. Ross
Ross-Gould Co.	St. Louis	10th & Olive Sts. Central 1646	Harry Meyer
Charles L. Rumrill & Co.	Rochester	364 East Ave. Stone 592	Charles L. Rumrill
Will Russell & Co.	San Francisco	100 Sutter St. Garfield 8776	Will Russell
Ruthrauff & Ryan	New York	405 Lexington Ave. Murray Hill 6-6400	C. L. Campbell Charles Ayres Miss Elizabeth Black
	Chicago	360 N. Michigan Ave. Randolph 2625	Ros Metzger
	Detroit	7430 Second Blvd. Madison 1980	....
	St. Louis	812 Olive St. Main 0128	....
	Hollywood	1680 N. Vine St. Hillside 7593	Edmund B. Ruffner
	San Francisco	235 Monthomery St. Douglas 5822	Charles Perrine
	Detroit	7430 Second Blvd. Madison 1980	....
Howard J. Ryan & Associates	Seattle	Stuart Bldg. Seneca 2777	Howard J. Ryan
Lewis Edwin Ryan Inc.	Washington	726 Jackson Pl. National 9643	Mahlon A. Glascock
Ryder & Ingram	Oakland, Cal.	337 17th St. Glencourt 4317	Ross H. Ryder Robert L. Ingram

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

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Agency	City	Address Telephone Number	Executives In Charge of Radio
Robert St. Clair Co.	New York	30 Rockefeller Plaza Circle 7-5052	Austin E. Stutzman Arthur R. Griswold
	Wilkes-Barre, Pa.	2d National Bank Bldg. 4-1178	....
St. Paul Adv. Co.	St. Paul	96 S. Wabasha St. Riverside 1822	B. E. Howard
Richard B. Salinger Adv.	Boston	38 Chauncy St. Liberty 5332	Richard B. Salinger
Sammis & Darling	San Diego, Cal.	Commonwealth Bldg. Main 5738	Herbert F. Sammis Wm. R. Darling, Jr.
Arthur W. Sampson Co.	Boston	199 Washington St. Capitol 0131	Arthur L. Clark
Sandmeyer-Mackay-Spaulding Co.	Chicago	175 N. Michigan Ave. Randolph 7880	R. E. Sandemeyer
(New York—See Mackay-Spaulding Inc.)			
Tom Sawyer Adv. Agency	Dallas	723 N. St. Paul St. 2-1424	Beebe Sawyer Tom Sawyer
William A. Schautz Adv. Agency	Scranton, Pa.	C. of C. Bldg. 5174	William A. Schautz
Scheck Adv. Agency	Newark	9 Clinton St. Market 2-0480	W. Wright Beck
Scheel Adv. Agency	Cleveland	1740 East 12th St. Cherry 2644	Fred W. Fry
Hugo Scheibner, Adv.	Los Angeles	219 W. 7th St. Michigan 6636	Hugo Scheibner Tom Burkett
Schillin Adv. Corp.	New York	1270 Sixth Ave. Circle 7-0861	A. Schillin
	Newark, N. J.	744 Broad St. Mitchel 2-0830	W. Wright Beck
Scholts Adv. Service	Los Angeles	1201 W. 4th St. Michigan 2396	T. D. Scholts Wm. G. Scholts
Schwab & Beatty	New York	386 Fourth Ave. Ashland 4-5496	R. W. Beatty Ralph H. Butler
Schwimmer & Scott	Chicago	75 E. Wacker Drive Dearborn 1816	Walter Schwimmer Robert J. Scott
Scott-Telander	Milwaukee	411 E. Mason St. Daly 1080	Harry H. Scott M. A. Lemkuhl E. H. Swanson
Edward L. Sedgwick Co.	Peoria, Ill.	Alliance Life Bldg. 6637	Edward L. Sedgwick W. Harper Arlingast
	Chicago	333 N. Michigan Ave. Franklin 0951	W. Howard Schendorf
Russell M. Seeds Co.	Chicago	Palmolive Bldg. Delaware 1046	Cecil Widdifield H. J. Rollinson Harry Maus
	Indianapolis	Lemcke Bldg. Riley 9386	Paul Richey
	Cincinnati	Fountain Sq. Bldg. Cherry 6558	John Lair
Theodore H. Segall Adv. Agency	San Francisco	544 Market St. Sutter 6557	Theodore H. Segall
Roscoe W. Segar Adv. Agency	Portland, Ore.	2125 N. E. 48th Ave. Trinity 3445	Roscoe W. Segar D. D. Segar
Sehl Adv. Agency	Chicago	360 N. Michigan Ave. State 7344	H. W. Sehl
Frederick Seid Adv. Agency	San Francisco	127 Montgomery St. Garfield 0360	Frederick Seid
Selviair Broadcasting System	Chicago	75 E. Wacker Drive Randolph 8877	Irving Rocklin Arthur A. Kohn Walter Zivi
Shaffer, Brennan, Margulis Adv. Co.	St. Louis	4 N. 8th St. Main 2579	T. D. Shaffer Sam B. Margulis S. I. Rosenfeld
J. Albert Shaffer	Washington, D. C.	Evening Star Bldg. National 5252	J. Albert Shaffer
John B. Shaw, Adv.	Los Angeles	816 W. 5th St. Mutual 5161	John B. Shaw
Louis E. Shecter Adv. Agency	Baltimore	Hearst Tower Bldg. Plaza 4089	J. L. Levin E. M. Shecter
J. William Sheets	Seattle	Central Bldg. Main 2442	J. William Sheets
Lisle Sheldon Adv.	Los Angeles	122 E. 7th St. Michigan 1357	Lisle Sheldon
Shepard Adv. Agency	Chicago	360 N. Michigan Ave. Franklin 3781	K. E. Shepard
Robert L. Shepherd Adv. Agency	Chicago	230 N. Michigan Ave. State 4430	Robert L. Shepherd

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Agency	City	Address Telephone Number	Executives In Charge of Radio
Franklin P. Shumway Co.	Boston	453 Washington St. Liberty 1559	....
Sidener & Van Riper	Indianapolis	Circle Tower Riley 3541	Wm. F. Kegley
Charles Silver & Co.	Chicago	737 N. Michigan Ave. Superior 6625	B. R. Solomon Allan S. Becker
Silver & Douce Co.	Birmingham	Protective Life Bldg. 3-1191	Harry J. Douce
Silverman Adv. Co.	Chicago	236 N. Clark St. Andover 1144	M. B. Silverman
Simmonds & Simmonds	Chicago	201 N. Wells St. Central 1166	C. O. Brewer
Simon & Gwynn	Memphis	Commerce Title Bldg. 5-2404	Milton Simon H. N. Gwynn
Simons-Michelson Co	Detroit	Washington Blvd. Bldg. Cherry 3000	Ivan Frankel
	New York	30 Rockefeller Plaza Circle 7-7874	....
	Chicago	155 N. Clark St. Dearborn 1928	....
Simpers Co.	New York	444 Madison Ave. Eldorado 5-5040	Florence Dart
Jay H. Skinner Adv. Agency	Houston	Sterling Bldg. Capital 6278	Francis Gilbert
Small & Seiffer	New York	469 Fifth Ave. Wisconsin 7-8765	M. Small
Allen C. Smith Adv. Co.	Kansas City	20 W. Ninth St. Harrison 7438	Allen C. Smith
C. Brewer Smith Adv. Agency	Boston	27 School St. Lafayette 2394	C. Brewer Smith
Sam K. Smith & Associates	Pittsburgh	William Penn Hotel Atlantic 2474	Sam K. Smith
Smith & Bull, Adv.	Los Angeles	553 S. Western Ave. Drexel 3263	Dick Smith Frank Bull
Smith & Drum	Los Angeles	650 S. Grand Ave. Trinity 3454	A. Carman Smith Harry C. Drum
	San Francisco	417 Montgomery St. Exbrook 6411	W. W. Drum
	Seattle, Wash.	710 Second Ave. Main 3765	Arthur Poolton
Smith, Hoffman & Smith	Pittsburgh	323 Fourth Ave. Atlantic 9313	R. P. Taylor
Ray W. Smith & Associates	San Francisco	620 Market St. Douglas 2616	Ray W. Smith
Spangler & Berry	Washington, D. C.	1319 F St. District 3355	Howard W. Berry Ralph F. Spangler Edward J. Major
Sparrow Adv. Agency	Birmingham	Farley Bldg. 3-0287	J. Martin Smith
Spector-Goodman Adv. Agency	Chicago	75 E. Wacker Drive Dearborn 7375	S. Spector E. J. Goodman I. Weiss
Rolfe C. Spinning Inc.	Detroit	Macabees Bldg. Columbus 0531	Paul H. Bruske
Spot Broadcasting Inc.	New York	300 W. 42nd St. Circle 6-9375	Miss H. A. Thomas I. H. Iverson
Sproat-Hirschmann-Sproat	Chicago	664 N. Michigan Ave. Superior 4845	R. E. Sproat
Staake & Schoonmaker Co.	Kalamazoo, Mich.	American Nat'l Bank Bldg. 3-1403	Urban H. Moss
Stack-Goble Adv. Agency	Chicago	8 S. Michigan Ave. Randolph 0160	E. R. Goble H. L. Hulsebus E. A. Goble
	New York	400 Madison Ave. Plaza 3-7445	Richard A. Porter
	Detroit	1397 E. Jefferson Ave. Cherry 5315	Cliff Knoble
Standish Inc.	Providence, R. I.	Union Trust Bldg. Gaspee 4505	Granville S. Standish
Staples & Staples	Richmond, Va.	10 S. 10th St. 2-0210	Henry L. Staples
Steele Adv. Agency	Houston	Merchants & Mfrs. Bldg. Preston 9997	H. Wirt Steele Herb E. Nelson
Steller-Millar Agency	Los Angeles	112 W. 9th St. Mutual 4308	Otto A. Steller Helen V. Millar
Sterling Adv. Agency	New York	70 W. 40th St. Longacre 5-4614	Leon A. Friedman

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Agency	City	Address Telephone Number	Executives In Charge of Radio
Arthur R. Sternau	Philadelphia	1700 Sansom St. Pennypacker 1450	Arthur R. Sternau
Sternfield-Godley	New York	280 Broadway Barclay 7-3030	S. I. Godley Philip Scheft
Stuerman Adv. Agency	New York	370 Lexington Ave. Caledonia 5-4334	Mrs. L. Steuerman
Farron Stevens Adv. Agency	Detroit	Stormfeltz-Loveley Bldg. Madison 0318	Farron Stevens
Fred D. Stevens Adv.	Utica	14 Devereux St. 4-9339	Fred D. Stevens
Jewell F. Stevens Co.	Chicago	19 S. LaSalle St. Central 2202	Wilson Brown
Stevens-Davis Co.	Chicago	1234 Jackson Blvd. Haymarket 7855	C. C. Swearingen Conrad Campbell
Stevens & Wallis	Salt Lake City	36 Richards St. Wasatch 1636	David W. Evans Stringham A. Stevens Stanley H. Briggs
Stewart-Davis Adv. Agency	Chicago	400 N. Michigan Ave. Superior 1612	....
Stewart, Hanford & Frohman	Rochester, N. Y.	11 James St. Stone 1453	L. A. Casler Albert T. Stewart
	New York	509 Fifth Ave. Murray Hill 2-7213	O. G. Carpenter
Stewart-Jordan Co.	Philadelphia	Lincoln-Liberty Bldg. Locust 4637	Herman Bub
Stewart-Taylor Co.	Duluth, Minn.	326 W. Michigan St. Melrose 114	L. E. Marvin
Stockton-West-Burkhart	Cincinnati	1st Nat'l Bank Bldg. Cherry 3517	W. Z. Burkhart R. S. West Eric W. Stockton
Stodel Adv. Co.	Los Angeles	219 W. 7th St. Trinity 8577	Edward C. Stodel
Stone-Stevens-Howcott-Halsey	New Orleans	Whitney Bldg. Raymond 0479	....
Stoneton Adv. Agency	Hallowell, Me.	145 Water St. Augusta 1280	C. E. Stevens
Street & Finney	New York	330 W. 42nd St. Bryant 9-2400	J. F. Mayer
Charles R. Stuart	San Francisco	625 Market St. Douglas 2438	Georgia Friedmann
	Los Angeles	412 W. 6th St. Tucker 2822	Charles Levitt
Suedhoff & Co.	Fort Wayne, Ind.	Citizens Trust Bldg. Anthony 5421	Carl Suedhoff Oswald Ferber
Culbreth Sudler Co.	Los Angeles	412 W. 6th St. Tucker 5520	Culbreth Sudler
Charles F. Sullivan & Associates	South Bend, Ind.	La Salle Hotel Bldg. 3-1181	Charles F. Sullivan
G. Lynn Sumner Co.	New York	285 Madison Ave. Caledonia 5-4103	G. Lynn Sumner E. R. Wood
Sutton-Buford Adv.	Beaumont, Tex.	American Nat'l Bank Bldg.	....
Swafford & Koehl	New York	341 Madison Ave. Murray Hill 6-8860	Benjamin B. Banks
Sweeney & James Co.	Cleveland	1501 Euclid Ave. Main 7142	Frank G. James W. B. Watterson
	Los Angeles	2525 Firestone Blvd. Jefferson 4019	C. B. Ryan
Hilmer V. Swenson Co.	Chicago	1801 W. Byron St. Buckingham 9601	H. V. Swenson
Howard Swink Adv. Agency	Marion, O.	336 E. Church St. 2492	Howard Swink
Syverson-Kelley	Spokane	Mohawk Bldg. Main 4311	H. A. Brassard

T

Agency	City	Address Telephone Number	Executives In Charge of Radio
Tarr & Mues	Los Angeles	1151 S. Broadway Prospect 5097	Cedric Tarr
Henry H. Teplitz	Chicago	540 N. Michigan Ave. Delaware 4440	Henry H. Teplitz
J. Walter Thompson Co.	New York	420 Lexington Ave. Mohawk 4-7700	John U. Reber
	Chicago	Wrigley Bldg. Superior 0303	B. W. Gunn Margaret Wiley
	San Francisco	Shell Bldg. Garfield 3510	Miss Anne Director
	Hollywood, Cal.	1549 N. Vine St. Hillside 7241	Dan Danker
Thompson Adv. Agency	Youngstown	324 W. Federal St. 6-6159	Ray M. Thompson
Thompson-Koch Co.	Cincinnati	32 W. 6th St. Cherry 5221	W. S. Groom

T—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Norman W. Tolle & Associates	San Diego, Cal.	631 Third Ave. Franklin 6606	Norman W. Tolle Carl F. Plate
Tomaschke-Elliott	Oakland, Cal.	1624 Franklin St. Glencourt 4941	Wallace F. Elliott F. L. Tomaschke Earle V. Weller Bruce W. Elliott
Tomowske Adv. Agency	Spokane	Chronicle Bldg. Riverside 1159	J. Walter McLean Wm. T. Ogle Mrs. Elva Tomowske Arthur L. Madsen
Topping & Lloyd	New York	485 Madison Ave. Wickersham 2-0842	Frank J. Leiss
Arthur Towell Inc.	Madison, Wis.	Commercial Bank Bldg. Fairchild 682	Ralph Timmons Ralph O'Connor
W. I. Tracy, Inc.	New York	205 E. 42nd St. Murray Hill 4-2580	Wm. Irwin Tracy
Tracy-Locke-Dawson	Dallas	1307 Pacific 7-8655	Raymond P. Locke James J. Jefferies Monty Mann James A. McPhail
	New York	22 E. 40th St. Ashland 4-1690	Joe M. Dawson
Trades Adv. Agency	New York	180 Madison Ave. Ashland 4-9136	G. Walter Lindsey
Fletcher B. Trunk & Co.	Denver	Gas & Elec. Bldg. Tabor 3434	Fletcher B. Trunk Jerry C. Downer Ruth Knudson
Turner Adv. Agency	Chicago	520 N. Michigan Ave. Superior 2161	John K. Turner
Tuthill Adv. Agency	New York	1133 Broadway Chelsea 3-4931	L. W. C. Tuthill
O. S. Tyson & Co.	New York	230 Park Ave. Murray Hill 9-3663	Oscar S. Tyson
	Philadelphia	3701 N. Broad St. Sagamore 6067	C. E. Hayes

U

Agency	City	Address Telephone Number	Executives In Charge of Radio
Fletcher S. Udall & Associates	San Francisco	111 Sutter St. Douglas 3161	Fletcher S. Udall
R. G. E. Ullman Organization	Philadelphia	1520 Locust St. Pennypacker 4521	Nan M. Collins
United Broadcasting Co.	Chicago	134 N. La Salle St. Andover 1685	Egmont Sonderling
United States Adv. Corp.	Toledo	240 Huron St. Main 8205	Carl U. Fauster Harold V. Barrett
	Chicago	612 N. Michigan Ave. Delaware 4466	J. C. Ewell
Universal Radio Features	San Francisco	200 Bush St. Sutter 6780	Richard Guggenheim
Universal Adv. Agency	Malden, Mass.	32 Union St. Malden 2925	Clarence E. Wothen
Unwin Adv. Agency	Detroit	5144 14th St. Tyler 6-5451	B. V. Unwin

V

Agency	City	Address Telephone Number	Executives In Charge of Radio
Van Auken-Ragland	Chicago	20 N. Wacker Drive Franklin 2911	Kenneth L. Van Auken Chester A. Ragland Leo J. Reynolds B. F. Stevens
Van De Mark Adv. Inc.	Cincinnati	Times Star Tower Parkway 6660	Curtis W. Van De Mark
	Minneapolis	Lumber Exchange Bldg. Main 7471	Claude Efnor
	Chicago	Mather Tower Central 2865	Claude Efnor
Vanden Co.	Chicago	612 N. Michigan Ave. Superior 9608	G. W. Vanden
Vanderbie & Rubens	Chicago	540 N. Michigan Ave. Superior 8436	H. S. Vanderbie Walter L. Rubens
	New York	542 Fifth Ave. Vanderbilt 6-2734	Louis J. F. Moore
Van Hecker-MacLeod	Chicago	75 E. Wacker Drive State 5615	Wm. R. Rosencren W. C. Johnson
Van Sant, Dugdale & Co.	Baltimore	Court Square Bldg. Plaza 5280	Robert A. McKericher
Addison Vars Inc.	Buffalo	Vars Bldg. Cleveland 2351	Henry W. Comstock W. B. Tanner G. P. Swift
Chas. E. Vautrain Associates	Holyoke, Mass.	560 Dwight St. 2-3884	Chas. E. Vautrain

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

W

Agency	City	Address Telephone Number	Executives In Charge of Radio
Wade Adv. Agency	Chicago	208 W. Washington St. State 7369	W. A. Wade E. N. Nelson
Wadsworth & Walker	New York	369 Lexington Ave. Caledonia 5-6100	Ralph K. Wadsworth Robert M. S. Walker
Waetjen Agency	New York	10 E. 43rd St. Murray Hill 6-1984	Mrs. J. Waetjen
Hugo Wagenseil & Associates	Dayton	Talbott Realty Bldg. Hemlock 1151	Ralph C. Kircher Hugo Wagenseil Frederic R. Harwood
I. J. Wagner Agency	Chicago	612 N. Michigan Ave. Delaware 6031	I. J. Wagner
Carl C. Wakefield Adv. Agency	San Francisco	406 Montgomery St. Douglas 5407	Carl C. Wakefield
Waldron & Urbain	San Francisco	Monadnock Bldg. Yukon 1805	Arthut J. Urbain
Wales Adv. Co.	New York	230 Park Ave. Vanderbilt 3-4000	James A. Wales
Walker & Downing	Pittsburgh	Oliver Bldg. Grant 1900	William W. Rose W. S. Walker
Ivar F. Wallin Jr. & Staff	Los Angeles	3806 Beverly Blvd. Federal 6530	I. F. Wallin, Jr.
Nellie Walsh Adv. Service	Los Angeles	617 S. Olive St. Vandike 9853	Nellie Walsh
Walter Adv. Agency	Los Angeles	313 S. Central Ave. Mutual 1720	Richard C. Walter
Wank & Wank	San Francisco	580 Market St. Garfield 2921	....
Mason Warner Co.	Chicago	360 N. Michigan Ave. State 7550	D. D. Warner
W. S. Warner Co.	San Francisco	369 Pine St. Yukon 0143	....
Warwick & Legler	New York	230 Park Ave. Murray Hill 2-7890	Preston H. Pumphrey
Watts, Payne Adv. Inc.	Tulsa, Okla.	205 S. Cheyenne Ave. 4-9027	Oscar Payne Don Watts
Waxelbaum Jewish Adv. Service	New York	110 W. 40th St. Pennsylvania 6-0043	B. Waxelbaum
Luther Weaver & Associates	St. Paul	Globe Bldg. Cedar 3777	Luther Weaver Elizabeth A. Watkins
Frank D. Webb Adv. Co.	Baltimore	10 W. Read St. Vernon 5671	Mary Jane Durnham
Webber Adv. Agency	Grand Rapids, Mich.	200 Division Ave. N. 8-1537	G. Reid Webber Russell Earey Jean Andress
John P. Weidenhamer & Associates	Harrisburg, Pa.	26 N. 18th St. 4-1808	John P. Weidenhamer
Sidney H. Weiler Adv. Agency	Philadelphia	1420 Chestnut St. Rittenhouse 8674	Sam Taubman Mabel Peoples
Armand S. Weill Co.	Buffalo	Franklin St. Washington 6250	Robert K. Weill
Weill & Wilkins	New York	247 Park Ave. Plaza 8-0460	Berne W. Wilkins Norman I. Weill
Milton Weinberg Adv. Co.	Los Angeles	325 W. 8th St. Tucker 4111	Bernard Weinberg
Weller Service	Seattle	Vance Bldg. Eliot 0240	E. R. Weller
Jack Wemple Adv.	Green Bay, Wis.	310 Pine St. Howard 1498	Jack C. Wemple
Wendt Adv. Agency	Toledo	Spitzer Bldg. Adams 4713	H. F. Wendt
Wesley Associates	New York	347 Madison Ave. Vanderbilt 6-7077	H. Weiner
E. A. Wesley Agency	Los Angeles	416 W. 8th St. Michigan 8631	E. A. Wesley
Wessel Co.	Chicago	458 E. 30th St. Victory 1300	Stanley L. Wessel T. T. Weldon
West & Associates	Glendale, Cal.	102 N. Brand Blvd. Omaha 34832	John R. West
Westamerica Co.	Los Angeles	412 W. 6th St. Vandike 9772	George W. S. Reed
Westco Adv. Agency	San Francisco	625 Market St. Sutter 6744	R. W. Stafford
Western Adv. Agency	Racine, Wis.	214 Fifth St. Jackson 974	T. J. Brokaw
	Chicago	35 E. Wacker Drive Central 7565	H. A. Hutchins
Louis E. Westheimer & Co.	St. Louis	317 N. 11th St. Garfield 1515	Louis E. Westheimer
Weston-Barnett	Waterloo, Ia.	Arts & Crafts Bldg. 766	Wells Barnett, Jr. Phillips Taylor Wells H. Barnett
	Chicago	520 N. Michigan Ave. Whitehall 7725	A. C. Barnett

W—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Frank E. Whalen Adv. Co.	Kansas City	1204 Insurance Exch. Bldg. Victor 7200	....
Ward Wheelock Co.	Philadelphia	Lincoln Liberty Bldg. Rittenhouse 7500	Richard A. Dunne
	New York	420 Lexington Ave. Lexington 2-3881	Ralph K. Strassman
	Hollywood, Cal.	6253 Hollywood Blvd. Hillside 0191	Mary Garvin
White-Lowell Co.	New York	595 Madison Ave. Plaza 8-2400	Allen Funt
Edmund S. Whitten Inc.	Boston	216 Tremont St. Liberty 1861	E. S. Whitten W. S. Clapp
Alvin Wilder Adv.	Los Angeles	1310 S. Grand Ave. Prospect 2645	Alvin Wilder
MacWilkins & Cole	Seattle, Wash.	Corbett Bldg. Elliott 0855	Showalter Lynch
Otis Carl Williams, Inc.	Worcester, Mass.	201 Commercial St. 3-4789	Otis Carl Williams
Edward Bird Wilson, Inc.	New York	120 Wall St. Whitehall 4-4170	Frank Arnold
Wilson & Haight	Hartford, Conn.	410 Asylum St. 2-3200	Howard C. Wilson Jesse J. Haight
C. C. Winningham, Inc.	Detroit	1917 First St. Madison 8970	C. C. Winningham
N. A. Winter Adv. Agency	Des Moines	Capitol Theatre 4-0601	N. A. Winter
J. H. Withington Co.	Los Angeles	816 W. 5th St. Michigan 9437	J. H. Withington
Ed. Wolff & Associates	Rochester	Taylor Bldg. Stone 191	Ed. Wolff John Larmer
Wood, Brown & Wood	Boston	209 Washington St. Capitol 1850	Allen H. Wood, Jr. Arthur A. Sisson Martha L. Ayers
Hugh Woods Adv. Agency	Los Angeles	643 S. Olive St. Trinity 1726	Hugh Woods
Woolley & Hunter	Denver	Steel Bldg. Keystone 8194	Cloyd F. Woolley E. M. Hunter
World Wide Adv. Corp.	New York	11 West 42nd St. Longacre 5-4500	Emil M. Scholz Bryce Oliver
Wortman, Barton & Co.	New York	381 Fourth Ave. Murray Hill 4-2757	E. B. M. Wortman
Frank Wright & Associates	San Francisco	68 Post St. Douglas 8487	Frank Wright
W. L. Wright Co.	Rochester	82 St. Paul St. Main 6452	W. L. Wright
Burton E. Wyatt & Co.	Atlanta	Rhodes Bldg. Main 1121	Burton E. Wyatt
Wyatt, Aniol & Auld, Adv.	San Antonio	Smith Young Tower Fannin 9418	....
C. Wilsworth Wylie	Los Angeles	608 S. Hill St. Trinity 6134	C. Ellsworth Wylie

Y

Agency	City	Address Telephone Number	Executives In Charge of Radio
Charles E. Yost Adv. Agency	Pittsburgh	Oliver Bldg. Atlantic 5845	L. H. Neiplin
Young & Rubicam	New York	285 Madison Ave. Ashland 4-8400	Donald Stauffer Wm. R. Stuhler Carlos Franco
	Chicago	333 N. Michigan Ave. Central 3144	G. D. Schneider
	Hollywood, Cal.	6253 Hollywood Blvd. Hollywood 2734	Tom F. Harrington
	Detroit	7430 Second Blvd. Madison 4300	....
Yount Co.	Erie, Pa.	12 E. 10th St. 22-816	M. A. Yount

Z

Agency	City	Address Telephone Number	Executives In Charge of Radio
Edward W. Zabel Co.	Chicago	230 E. Ohio St. Superior 3574	Edward W. Zabel
Alfred P. Zabin Adv. Agency	New York	56 W. 45th St. 2-6797	Alfred P. Zabin
Zimmer-Keller	Detroit	2210 Park Ave. Cadillac 9151	H. R. Klein
Zinn & Meyer	New York	342 Madison Ave. Columbus 5-4456	Richard A. Zinn
Frederick W. Ziv Inc.	Cincinnati	2436 Reading Road University 6124	John L. Sinn George B. Hart

Advertisers Using NBC-Red Network During 1938

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Affiliated Products, Jersey City, N. J.	Louis Philippe	John's Other Wife	Mon., Tues., Wed., 10:15-10:30 A.M.	24	Sept. '36—	Blackett-Sample-Hummert, N. Y.
Affiliated Products, Jersey City, N. J.	Edna Wallace Hopper	John's Other Wife	Thurs. & Fri., 10:15-10:30 A.M.	24	Sept. '36—	Blackett-Sample-Hummert, N. Y.
American Cigarette & Cigar Co., New York	Pall Mall Cigarettes	Dorothy Thompson	Friday, 10:45-11:00 P.M.	29	Aug. '37-May '38	Compton Adv., N. Y.
American Cigarette & Cigar Co., New York	Pall Mall Cigarettes	Eddy Duchin's Orchestra	Monday, 9:30-10:00 P.M.	53	Sept. '38—	Young & Rubicam, N. Y.
American Oil Co., Baltimore	Gas & Oil	The Preakness	Saturday, 5:45-6:15 P.M.;	30	May 14, '38 Only	Joseph Katz Co., Baltimore
American Tobacco Co., New York	Lucky Strike Cigarettes	Your Hollywood Parade	Wednesday, 10:00-11:00 P.M.	75	Dec. '37-Mar. '38	Lord & Thomas, N. Y.
American Tobacco Co., New York	Lucky Strike Cigarettes	Kay Kyser's Musical Klass	Wednesday, 10:00-11:00 P.M.	88	Mar. '38- Nov. '38	Lord & Thomas, N. Y.
American Tobacco Co., New York	Lucky Strike Cigarettes	Kay Kyser's Kollege	Wesdesday, 10:00-11:00 P.M.	88	Nov. '38—	Lord & Thomas, N. Y.
Anacin Co., Jersey City, N. J.	Anacin	Just Plain Bill	Thurs. & Fri., 10:30-10:45 A.M.	24	Sept. '36—	Blackett-Sample-Hummert, N. Y.
B. T. Babbitt Co., New York	Bab-O Cleanser	David Harum	Mon.-Fri., 11:00-11:15 A.M.	23	June '36—	Blackett-Sample-Hummert, N. Y.
Ballard & Ballard Co., Louisville	Flour	Oven Ready Program	Fri. & Sat., 10:00-10:15 A.M.	18	Sept. '38—	Henri, Hurst & McDonald, Chicago
Bayer Co., New York	Bayer Aspirin	Album of Familiar Music	Sunday, 9:30-10:00 P.M.	57	Oct. '31—	Blackett-Sample-Hummert, N. Y.
Bi-So-Dol Co., Jersey City, N. J.	Bi-So-Dol	Mrs. Wiggs of Cabbage Patch	Thurs. & Fri., 10:00-10:15 A.M.	24	Sept. '36-Dec. '38	Blackett-Sample-Hummert, N. Y.
The Borden Co., New York	Golden Crest Milk	Hughes Reel	Mon.-Fri., 4:30-4:45 P.M.	35	Jan. '38-July '38	Young & Rubicam, N. Y.
Bowey's Inc., Chicago	Dari-Rich Drink	Terry & Pirates	Mon., Tues., Wed., 5:15-5:30 P.M.	24	Nov. '37-June '38	Stack-Goble Adv. Agency, Chicago
A. S. Boyle Co., Jersey City, N. J.	Old English Floor Wax	Mrs. Wiggs of Cabbage Patch	Mon., Tues., Wed., 10:00-10:15 A.M.	24	Sept. '36-Nov. '38	Blackett-Sample-Hummert, N. Y.
Bristol-Myers Co., New York	Vitalis	For Men Only	Tuesday, 8:30-9:00 P.M.	44	Oct. '38—	Pedlar & Ryan, New York
Bristol-Myers Co., New York	Vitalis	For Men Only	Monday, 10:30-11:00 P.M.	6	Jan. '38-June '38	Pedlar & Ryan, New York
Bristol-Myers Co., New York	Vitalis	For Men Only	Wednesday, 9:30-10:00 P.M.	10	July '38-Oct. '38	Pedlar & Ryan, New York
Bristol-Myers Co., New York	Ipana, Sal Hepatica	Town Hall Tonight	Wednesday, 9:00-10:00 P.M.; 12:00-1:00 A.M.	51	July '34—	Young & Rubicam, N. Y.
Bristol-Myers Co., New York	Ipana, Sal Hepatica	Game Hunt	Wednesday, 9:00-9:30 P.M.; 12:00-12:30 A.M.	47	July '38- Aug. '38	Young & Rubicam, New York
Brown & Williamson Tobacco Co., Louisville	Raleigh & Kool Cigarettes	Tommy Dorsey's Orchestra	Wednesday, 8:30-9:00 P.M.; 11:30-12:00 Mid	55	Feb. '38—	BBDO, N. Y.
Brown & Williamson Tobacco Co., Louisville	Avalon Cigarettes	Avalon Time	Saturday, 7:00-7:30 P.M.; 12:30-1:00 A.M.	65	Oct. '38—	Russel M. Seeds Co., Chicago
Buick Motor Co., Detroit	Motor Cars	Louis vs. Schmeling Fight	Wednesday, 10:00 P.M.	126	June 22, '38Only	Arthur Kudner, New York
Cal-Aspirin Corp., New York	Cal-Aspirin	Young Widder Brown	Mon. & Tues., 11:30-11:45 A.M.	22	Sept. '38—	Blackett-Sample-Hummert, N. Y.
Campana Sales Co., Batavia, Ill.	Italian Balm	First Nighter	Friday, 10:00-10:30 P.M.	44	Sept. '36-Aug. '38	Aubrey, Moore & Wallace, Chicago
Campbell Soup Co., Philadelphia	Soups	Amos'n'Andy	Mon.-Fri., 7:00-7:15 P.M.; 11:00-11:15 P.M.	46	Jan. '38—	Ward Wheelock Co., Philadelphia
Campbell Soup Co., Philadelphia	Tomato Juice	Human Side of News	Mon. & Wed., 7:15-7:00 P.M.; 11:15-11:30 P.M.	39	Sept. '38—	Ward Wheelock Co , Philadelphia
Carnation Co., Milwaukee, Wis.	Milk	Contented Program	Monday, 10:00-10:30 P.M.	60	May '31—	Erwin Wasey & Co., Chicago
Cities Service Co., New York	Gas & Oil	Cities Service Concert	Friday, 8:00-9:00 P.M.	45	Feb. '27—	Lord & Thomas, N. Y.
Colgate-Palmolive-Peet Co., Jersey City, N. J.	Shaving Cream	Dale Carnegie	Tuesday, 10:45-11:00 P.M.	30	Jan. '38-May '38	Benton & Bowles, Chicago
Colgate-Palmolive-Peet Co., Jersey City, N. J.	Shaving Cream	Dale Carnegie	Saturday, 8:30-8:45 P.M.; 12:00-12:15 A.M.	30	June '38-July '38	Benton & Bowles, Chicago
Thomas Cook & Son, New York	Travel Service	Travel Talks	Sunday, 2:15-2:30 P.M.	13	Dec. '37-Mar. '38	L. D. Wertheimer Co., N. Y.
Cummer Products Co., Bedford, O.	Energine	Radio News Reel	Sunday, 3:00-3:30 P.M.	23	Oct. '37-May '38	Stack-Goble Adv. Agency, Chicago
Cummer Products Co., Bedford, O.	Energine	Spy Secrets	Sunday, 5:30-6:00 P.M.	23	May '38-Sept. '38	Stack-Goble Adv. Agency, Chicago
Cummer Products Co., Bedford, O.	Energine	Paul Wing's Spelling Bee	Sunday, 5:30-6:00 P.M.	23	Sept. '38—	Stack-Goble Adv. Agency,, Chicago
Cummer Products Co., Bedford, O.	Molle Shaving Cream	Vox Pop	Tuesday, 9:00-9:30 P.M. Monday, 12:30-1:00 A.M.	34	Oct. '35-Sept. '38	Stack-Goble Adv. Agency, Chicago
Cummer Products Co., Bedford, O.	Molle Shaving Cream	Battle of Sexes	Tuesday, 9:00-9:30 P.M. Monday, 12:30-1:00 A.M.	34	Sept. '38—	Stack-Goble Adv. Agency, Chicago
Drackett Co., Cincinnati	Drano	Hello Peggy	Wed. & Fri., 11:45-12:00 Noon	20	Aug. '37-May, '38	Ralph H. Jones Co., Cincinnati
Drackett Co., Cincinnati	Drano	Hello Peggy	Wed. & Fri., 11:30-11:45 A.M.	19	June '38-July '38	Ralph H. Jones Co., Cincinnati
Falstaff Brewing Corp., St. Louis	Beer	Public Hero No. 1	Monday, 10:30-11:00 P.M.	18	Oct. '37-Apr., '38; Sept. '38-Oct. '38	Gardner Adv. Co., St. Louis
Falstaff Brewing Corp., St. Louis	Beer	Public Hero No. 1	Monday, 8:00-8:30 P.M.	17	Apr. '38-Sept. '38	Gardner Adv. Co., St. Louis
Firestone Tire & Rubber Co., Akron	Tires & Tubes	Voice of Firestone	Monday, 8:30-9:00 P.M.; 11:30-12:00 Mid	79	Dec. '28—	Sweeney & James Co., Cleveland
F. W. Fitch Co., Des Moines	Shampoo	Interesting Neighbors	Sunday, 7:30-8:00 P.M.	52	Sept. '37-Sept. '38	L. W. Ramsey Co., Davenport, Ia.
F. W. Fitch Co., Des Moines	Shampoo	Fitch Band Wagon	Sunday, 7:30-8:00 P.M.	52	Sept. '38—	L. W. Ramsey Co., Davenport, Ia.
General Electric Co., Cleveland	Lamps	Hour of Charm	Monday, 9:00-9:30 P.M.	58	Oct. '38—	Maxon Inc., N. Y.
General Electric Co., New York	Electrical Appliances	Hour of Charm	Monday, 9:30-10:00 P.M.	55	Apr. '37-Mar. '38	Maxon Inc., New York
General Electric Co., New York	Electrical Appliances	Hour of Charm	Sunday, 10:00-10:30 P.M.	50	Apr. '38-July '38	Maxon Inc., N. Y.

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Advertisers Using NBC-Red Network During 1938

(Continued from page 257)

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
General Foods Corp., New York	Jello	Jack Benny	Sunday, 7:00-7:30 P.M.; 11:30-12:00 Mid	96	Mar. '36—	Young & Rubicam, N. Y.
General Foods Corp., New York	Jello	Hobby Lobby	Sunday, 7:00-7:30 P.M.; 11:30-12:00 Mid	84	July '38-Sept. '38	Young & Rubicam, N. Y.
General Foods Corp., New York	Grape Nuts	Al Pearce and His Gang	Monday, 8:00-8:30 P.M.; 10:30-11:00 P.M.	80	Oct. '38—	Young & Rubicam, N. Y.
General Foods Corp., New York	Grape Nuts	Burns & Allen	Monday, 8:00-8:30 P.M.; 10:30-11:00 P.M.	72	Apr. '37-June '38	Young & Rubicam, New York
General Foods Corp., New York	Huskies	Robt. L. Ripley	Monday, 8:00-8:30 P.M.; 10:30-11:00 P.M.	72	June '38-Oct. '38	Benton & Bowles, N. Y.
General Foods Corp., New York	Huskies	Robt. L. Ropley	Tuesday, 10:00-10:30 P.M.	56	Apr. '38-June, '38	Benton & Bowles, N. Y.
General Foods Corp., New York	Huskies	Robt. L. Ripley	Saturday, 8:00-8:30 P.M.; 12:00-12:30 A.M.	57	Oct. '37-Apr. '38	Benton & Bowles, N. Y.
General Foods Corp., New York	Maxwell House Coffee	Good News of 1939	Thursday, 9:00-10:00 P.M.	78	Sept. '38—	Benton & Bowles, N. Y.
General Foods Corp., New York	Maxwell House Coffee	Good News of 1938	Thursday, 9:00-10:00 P.M.	69	Nov. '37-June '38	Benton & Bowles, N. Y.
General Foods Corp., New York	Log Cabin Syrup	Jack Haley's Log Cabin	Saturday. 8:30-9:00 P.M.; 12:30-1:00 A.M.	57	Oct. '37-Apr. '38	Benton & Bowles, N. Y.
General Mills, Minneapolis	Corn Kix	Those Happy Gilmans	Mon.-Fri., 1:45-2:00 P.M.	18	Aug. '38	Blackett-Sample-Hummert, Chicago
General Mills, Minneapolis	Bisquick, Wheaties, Softasilk Cake Flour	Gold Medal Hour	Mon.-Fri., 2:00-3:00 P.M.	30	May '38—	Blackett-Sample-Hummert, Chicago Knox-Reeves, Minneapolis
General Mills, Minneapolis	Wheaties	Jack Armstrong	Mon.-Fri., 5:30-5:45 P.M.; 6:30-6:45 P.M.	17	Sept. '38—	Blackett-Sample-Hummert, Chicago
General Mills, Minneapolis	Wheaties	Jack Armstrong	Mon.-Fri., 5:30-5:45 P.M.	15	Sept. '37-Apr. '38	Blackett-Sample-Hummert, Chicago
Griswold Mfg. Co., Erie, Pa.	Kitchen Utensils	J. Aldens Edkins	Sunday, 9:20-9:45 A.M.	3	Jan. '38-Apr. '38	BBDO, N. Y.
Grove Laboratories, St. Louis	Bromo Quinine	Fred Waring	Saturday, 8:30-9:00 P.M.; 12:00-12:30 Mid	58	Oct. '38—	Stack-Goble Adv. Agency, Chicago
S. C. Johnson & Son, Racine, Wis.	Floor Wax	Fibber McGee & Molly	Tuesday, 9:30-10:00 P.M.	71	Apr. '36-June '38	Needham, Louis & Brorby, Chicago
S. C. Johnson & Son, Racine, Wis.	Floor Wax	Fibber McGee & Molly	Tuesday, 9:30-10:00 P.M.	71	Sept. '38—	Needham, Louis & Brorby, Chicago
S. C. Johnson & Son, Racine, Wis.	Floor Wax	Attorney at Law	Tuesday, 9:30-10:00 P.M.	65	June '38-Sept. '38	Needham, Louis & Brorby, Chicago
Kellogg Co., Battle Creek	Breakfast Food	Girl Alone	Mon.-Fri., 12:00-12:15 P.M.	8	July '36-Apr. '38	N. W. Ayer & Son, N. Y.
Kellogg Co., Battle Creek	Krispies	Don Winslow of the Navy	Mon.-Fri., 7:00-7:15 P.M.	5	May '38-Sept. '38	Hays MacFarland & Co., Chicago
Kolynos Co., Jersey City, N. J.	Toothpaste	Just Plain Bill	Mon., Tues., Wed., 10:30-10:45 A.M.	30	Sept. '36—	Blackett-Sample-Hummert, N. Y.
Kraft-Phenix Cheese Corp., Chicago	Cheese & Salad Dressing	Kraft Music Hall	Thursday, 10:00-11:00 P.M.	69	June '33—	J. Walter Thompson Co., N. Y.
Lady Esther Ltd., Chicago	Cosmetics	Wayne King's Orchestra	Tuesday, 8:30-9:00 P.M.	39	Sept. '31-Aug. '38	Lord & Thomas, Chicago
Lady Esther Ltd., Chicago	Cosmetics	Guy Lombardo's Orchestra	Friday, 10:00-10:30 P.M.	47	Sept. '38—	Lord & Thomas, Chicago
Lamont Corliss & Co., New York	Nestle's Ever-Ready Cocoa	Quite by Accident	Tuesday, 7:30-8:00 P.M.	2	Oct. '38-Dec. '38	Warwick & Legler, N. Y.
Lewis-Howe Co., St. Louis	Tums	Vocal Varieties	Tues. & Thurs., 7:15-7:30 P.M.; Tuesday, 11:15-11:30 P.M.	31	Jan. '37—	H. W. Kastor & Sons Adv. Co., Chicago
Liggett & Myers Tobacco Co., New York	Chesterfield Cigarettes	Baseball Scores	Mon.-Sat., 6:30-6:45 P.M.	52	Apr. '38-Sept. '38	Newell-Emmett Co., N. Y.
Liggett & Myers Tobacco Co., New York	Chesterfield Cigarettes	Eddie Dooley's Football News	Thursday, 6:30-6:45 P.M.; 12:30-12:45 A.M. Saturday, 6:30-6:45 P.M.; 8:45-9:00 P.M.	58	Sept. '38-Nov. '38	Newell-Emmett Co., N. Y.
Geo. W. Luft Co., New York	Tangee Lipstick	The Right Thing to Do	Monday, 7:30-8:00 P.M.	5	Oct. '38-Dec. '38	Warwick & Legler, N. Y.
Geo. W. Luft Co., New York	Tangee Lipstick	The Right Thing to Do	Tuesday, 7:45-8:00 P.M.	4	Dec. '38—	Warwick & Legler, N. Y.
MacFadden Publications, New York	True Story Magazine	Court of Human Relations	Friday, 9:30-10:00 P.M.; 11:30-12:00 Mid	34	Sept. '35-May '38	Arthur Kudner, N. Y.
J. W. Marrow Mfg. Co., Chicago	Shampoo	Henry Busse & His Orchestra	Sunday, 1:15-1:30 P.M.	19	Jan. '38-Mar. '38	Baggaley, Horton & Hoyt, Chicago
J. W. Marrow Mfg. Co., Chicago	Shampoo	Ted Weems & His Orchestra	Sunday, 1:15-1:30 P.M.	19	Mar. '38-Apr. '38	Baggaley, Horton & Hoyt, Chicago
Mennen Co., Newark, N. J.	Shaving Cream	Henry Burbig	Wednesday, 7:45-8:00 P.M.	5	Jan. '38-Apr. '38	H. W. Kiesewetter Adv. Agcy., N. Y.
Miles Laboratories, Elkhart, Ind.	Alka-Seltzer	Uncle Ezra	Mon., Wed., Fri., 7:15-7:30 P.M.; 11:15-11:30 P.M.	54	Nov. '34-Aug. '38	Wade Adv. Agency, Chicago
Miles Laboratories, Elkhart, Ind.	Alka-Seltzer	Uncle Ezra	Tues. & Fri., 10:30-10:45 P.M.	38	Oct. '38—	Wade Adv. Agency, Chicago
Miles Laboratories, Elkhart, Ind.	Alka-Seltzer	Uncle Ezra	Sunday, 5:00-5:30 P.M.	25	Oct. '38—	Wade Adv. Agency, Chicago
Benjamin Moore & Co., New York	Paints	Betty Moore	Monday, 11:45-12:00 Noon	35	Jan. '38-May '38	....
John Morrell & Co., Ottumwa, Ia.	Red Heart Dog Food	Bob Becker's Chats	Sunday, 1:45-2:00 P.M.	23	Sept. '38—	Henri, Hurst & McDonald, Chicago
John Morrell & Co., Ottumwa, Ia.	Red Heart Dog Food	Bob Becker's Chats	Sunday, 2:00-2:15 P.M.	19	Jan. '38-Apr. '38	Henri, Hurst & McDonald, Chicago
Philip Morris & Co., New York	Cigarettes	Philip Morris Program	Tuesday, 8:00-8:30 P.M.; 11:30-12:00 Mid	60	Apr. '33—	Biow Co., N. Y.
National Biscuit Co., New York	Biscuits	Dan Harding's Wife	Mon.-Fri., 9:45-10:00 A.M.	13	Jan. '38-Apr. '38	McCann-Erickson, N. Y.
National Biscuit Co., New York	Biscuits	Dan Harding's Wife	Mon.-Fri., 12:00-12:15 P.M.	13	Apr. '38-Sept. '38	McCann-Erickson, N. Y.
National Ice Advertising, Chicago	Ice Promotion	Homemaker's Exchange	Tues. & Thurs., 11:30-11:45 A.M.; 12:45-1:00 P.M.	52	Nov. '37-May '38	Donahue & Coe, N. Y.
Pacific Coast Borax Co., New York	20-Mule Team Borax	Death Valley Days	Friday, 9:30-10:00 P.M.; 11:30-12:00 Mid	30	June '38—	McCann-Erickson, N. Y.
Packard Motor Car Co., Detroit	Motor Cars	Hollywood Mardi Gras	Tuesday, 9:30-10:30 P.M.	64	Sept. '36-Mar. '38	Young & Rubicam, N. Y.

Advertisers Using NBC-Red Network During 1938

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Packers Tar Soap, Mystic, Conn.	Soap	Thatcher Colt Stories	Sunday, 2:30-3:00 P.M.	23	Jan. '38-Apr. '38	Stack-Goble Adv. Agency, Chicago
Penn Tobacco Co., Wilkes-Barre, Pa.	Pipe Tobacco	Vox Pop	Saturday, 9:00-9:30 P.M.	24	Oct. '38—	Ruthrauff & Ryan, N. Y.
Pepsodent Company, Chicago	Toothpaste & Antiseptic	Mickey Mouse Theatre	Sunday, 5:30-6:00 P.M.	54	Jan. '38-May '38	Lord & Thomas, Chicago
Pepsodent Company, Chicago	Toothpaste & Antiseptic	Bob Hope	Tuesday, 10:00-10:30 P.M.	55	Sept. '38—	Lord & Thomas, Chicago
Chas. H. Phillips Chem. Co., New York	Milk of Magnesia	Lorenzo Jones	Mon.-Fri., 11:15-11:30 A.M.	23	Apr. '38—	Blackett-Sample-Hummert, N. Y.
Chas. H. Phillips Chem. Co., New York	Milk of Magnesia	Lorenzo Jones	Mon.-Fri., 4:00-4:15 P.M.	21	Apr. '37-Apr. '38	Blackett-Sample-Hummert, N. Y.
Chas. H. Phillips Chem. Co., New York	Milk of Magnesia	Stella Dallas	Mon.-Fri., 4-15:4:30 P.M.	41	June '38—	Blackett-Sample-Hummert, N. Y.
Chas. H. Phillips Chem. Co., New York	Haley's M-O	Young Widder Brown	Wed., Thurs., Fri., 11:30-11:45 A.M.	22	Sept. '38—	Blackett-Sample-Hummert, N. Y.
Chas. H. Phillips Chem. Co., New York	Milk of Magnesia	Waltz Time	Friday, 9:00-9:30 P.M.	25	Sept. '33—	Blackett-Sample-Hummert, N. Y.
Chas. H. Phillips Chem. Co., New Tork	Milk of Mag. Creams	How to Be Charming	Mon., Wed., Fri., 11:30-11:45 A.M.; 2:30-2:45 P.M.	42	Sept. '36-May '38	Blackett-Sample-Hummert, N. Y.
Pillsbury Flour Mills Co., Minneapolis	Flour	Woman in White	Mon.-Fri., 10:45-11:00 A.M.	35	Jan. '38—	Hutchinson Adv. Co., Minneapolis
Princess Pat Ltd., Chicago	Cosmetics	A Tale of Today	Sunday, 6:30-7:00 P.M.	7	June '36—	Gale & Pietsch, Chicago
Procter & Gamble Co., Cincinnati	Camay	Pepper Young's Family	Mon.-Fri., 3:30-3:45 P.M.	54	June '36—	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Cincinnati	Chipso	Road of Life	Mon.-Fri., 11:45-12:00 Noon	21	June '37—	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Cincinnati	Crisco	Vic & Sade	Mon.-Fri., 4:30-4:45 P.M.	49	Nov. '38—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Dreft	Kitty Keene	Mon.-Fri., 11:45-12:00 Noon	13	Sept. '37	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	Drene	Jimmy Fidler	Tuesday, 10:30-10:45 P.M.	49	Oct. '37-Oct. '38	H. W. Kastor & Sons Adv. Co., Chicago
Procter & Gamble Co., Cincinnati	Drene	Jimmy Fidler	Friday, 10:30-10:45 P.M.	42	Oct. '37-Oct. '38	H. W. Kastor & Sons Adv. Co., Chicago
Procter & Gamble Co., Cincinnati	Drene	Jimmy Fidler	Friday, 7:15-7:30 P.M.; 10:45-11:00 P.M.	32	Oct. '38—	H. W. Kastor & Sons Adv. Co., Chicago
Procter & Gamble Co., Cincinnati	Ivory Flakes	Story of Mary Marlin	Mon.-Fri., 3:00-3:15 P.M.	60	June '37—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Soap	Gospel Singer	Mon.-Fri., 9:45-10:00 A.M.	17	Nov. '38—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Soap	The O'Neills	Mon.-Fri., 12:15-12:30 P.M.	20	June '36—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Soap	Life Can Be Beautiful	Mon.-Fri., 4:30-4:45 P.M.	49	Sept. '38-Nov. '38	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Oxydol	Oxydol's Own Ma Perkins	Mon.-Fri., 3:15-3:30 P.M.	61	Dec. '33—	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	White Naphta	Guiding Light	Mon.-Fri., 3:45-4:00 P.M.	57	Jan. '37—	Compton Adv., N. Y.
Quaker Oats Co., Chicago	Quaker Oats & Aunt Jemima	Girl Alone	Mon.-Fri., 4:45-5:00 P.M.	37	Sept. '38—	Ruthrauff & Ryan, Chicago
Quaker Oats Co., Chicago	Puffed Wheat, Puffed Rice	Dick Tracy	Mon.-Fri., 5:00-5:15 P.M.	20	Sept. '38—	Sherman K. Ellis Co., Chicago
Quaker Oats Co., Chicago	Puffed Wheat, Puffed Rice	Dick Tracy	Mon.-Fri., 5:00-5:15 P.M.	12	Jan. '38-June '38	Sherman K. Ellis Co., Chicago
Quaker Oats Co., Chicago	Quaker Oats	Tommy Riggs	Saturday, 8:00-8:30 P.M.	58	Oct. '38—	Ruthrauff & Ryan, Chicago
Ralston-Purina Co., St. Louis	Ry-Krisp	Marion Talley	Sunday, 5:00-5:30 P.M.	35	Sept. '37-Sept. '38	Gardner Adv. Co., St. Louis
Regional Advertisers, New York	Gas Promotion	Mystery Chef	Tues. & Thurs., 9:45-10:00 A.M.; 1:00-1:15 P.M.	15	May '38-Nov. '38	McCann-Erickson, N. Y.
Regional Advertisers, New York	Gas Promotion	Mystery Chef	Tues., & Thurs., 11:45-12:00 Noon; 2:45-3:00 P.M.	18	Dec. '36-May '38	McCann-Erickson, N. Y.
Richardson & Robbins, Dover, Del.	Boned Chicken	Revelers	Wed., & Fri., 7:30-7:45 P.M.	5	July '38—	Chas. W. Hoyt Co., N. Y.
Sealtest, New York	Ice Cream & Milk	Your Family and Mine	Mon.-Fri., 5:15-5:30 P.M.	40	Sept. '38—	McKee & Albright, Philadelphia
Sealtest, New York	Ice Cream & Milk	Your Family and Mine	Mon.-Fri., 5:30-5:45 P.M.	37	Apr. '38-Sept. '38	McKee & Albright, Philadelphia
Sealtest, New York	Ice Cream & Milk	Rising Musical Stars	Sunday, 10:00-10:30 P.M.	41	Oct. '37-Apr. '38	McKee & Albright, Philadelphia
Standard Brands, New York	Chase & Sanborn Coffee	Chase & Sanborn Program	Sunday, 8:00-9:00 P.M.	66	May '37—	J. Walter Thompson Co., N. Y.
Standard Brands, New York	Tender Leaf Tea	One Man's Family	Wednesday, 8:00-8:30 P.M. Sunday, 9:30-10:00 P.M. PST	60	Jan. '35—	J. Walter Thompson Co., N. Y.
Standard Brands, New York	Royal Desserts, Aspic & Yeast	Rudy Vallee	Thursday, 8:00-9:00 P.M.	49	Sept. '28—	J. Walter Thompson Co., N. Y.
Stewart-Warner Corp., Chicago	Alemite	Horace Heidt	Sunday, 10:00-10:30 P.M.	31	July '38-Dec. '38	Hays MacFarland & Co., Chicago
Vocational Service, Los Angeles	School	Doctor Dollar	Tuesday, 7:45-8:00 P.M.	2	Dec. '37-Mar. '38	Critchfield & Co., Chicago
Wander Co., Chicago	Ovaltine	Little Orphan Annie	Mon.-Fri., 5:45-6:00 P.M.; 6:45-7:00 P.M.	16	Apr. '31—	Blackett-Sample-Hummert, Chicago
R. L. Watkins Co., New York	Dr. Lyon's Tooth Powder	Manhattan Merry-Go-Round	Sunday, 9:00-9:30 P.M.	32	Nov. '32—	Blackett-Sample-Hummert, N. Y.
R. L. Watkins Co., New York	Dr. Lyon's Tooth Powder	Backstage Wife	Mon.-Fri., 4:00-4:15 P.M.	30	Sept. '36—	Blackett-Sample-Hummert, N. Y.
Wyeth Chemical Co., New York	Hills Tablets	Mrs. Wiggs of Cabbage Patch	Mon., Tues., Wed., 10:00-10:15 A.M.	24	Nov. '38-Dec. '38	Blackett-Sample-Hummert, N. Y.

Advertisers Using NBC-Blue Network During 1938

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Acme White Lead & Color Works, Detroit	Paints	Smilin' Ed McConnell	Tues. & Thurs.,10:30-10:45 A.M. 5:30-5:45 P.M.	31	Sept. '38—	Henri, Hurst & McDonald, Chicago
Acme White Lead & Color Work, Detroit	Paints	Smilin' Ed McConnell	Sunday, 5:30-5:45 P.M.	22	Nov. '37-May '38	Henri, Hurst & McDonald, Chicago
Adam Hat Stores, New York	Hats	Boxing Bouts	Friday, 10:00 P.M. to Finish	50	Oct. '38—	Glicksman Adv. Co., N. Y.
Adams Hat Stores, New York	Hats	Boxing Bouts	Friday, 10:00 P.M. to Finish	19	Nov. '37-May '38	Glicksman Adv. Co., N. Y.
Allis-Chalmers Mfg. Co., W. Allis, Wis.	Tractors	Family Party	Saturday, 10:30-11:00 P.M.	36	Mar. '38-June '38	Bert S. Gittins, Milwaukee
American Cigarette & Cigar Co., New York	Pall Mall Cigarettes	People in the News	Tuesday, 7:30-7:45 P.M.	6	Jan. '38-May '38	Compton Adv. Agency, New York
American Rolling Mill Co., Middletown, O.	Steel	Armco Band	Sunday, 3:30-4:00 P.M.	25	Jan. '38-Mar. '38	N. W. Ayer & Son, New York
American Tobacco Co., New York	Lucky Strike Cigarettes	Melody Puzzles	Monday, 8:00-8:30 P.M.	69	Jan. '38-Apr. '38	Lord & Thomas, New York
Anacin Co., Jersey City, N. J.	Anacin	Easy Aces	Tues., Wed., Thurs., 7:00-7:15 P.M.	31	June '35—	Blackett-Sample-Hummert, N. Y.
Bi-So-Dol Co., Jersey City	Bi-So-Dol	Tracer of Lost Persons	Tues., Wed., Thurs., 7:15-7:30 P.M.	30	Oct. '37—	Blackett-Sample-Hummert, N. Y.
Bowey's, Chicago	Dari-Rich Chocolate Drink	Terry and Pirates	Mon., Tues., Wed., 5:15-5:30 P.M.	19	Sept. '38—	Stack-Goble Adv. Agcy., Chicago
Brown & Williamson Tobacco Co., Louisville	Bugler Tobacco	Plantation Party	Friday, 9:00-9:30 P.M.	48	Dec. '38—	Russell M. Seeds Co., Chicago
Buick Motor Co., Detroit	Motor Cars	Louis vs. Schmeling	Wednesday, 10:00 P.M. Finish	35	June 22nd Only	Arthur Kudner Inc., N. Y.
Campana Sales Co., Batavia, Ill.	Italian Balm	Grand Hotel	Monday, 8:30-9:00 P.M.	31	Sept. '37-Mar. '38	Aubrey, Moore & Wallace, Chicago
Canada Dry Ginger Ale, New York	Ginger Ale	Information Please	Tuesday, 8:30:9:00 P.M.	39	Nov. '38—	J. M. Mathes, N. Y.
Cook, Thos. & Son	Travel	The Man from Cook's	Sunday, 5:30-5:45 P.M.	19	Dec. '38—	Newell-Emmett Co., N. Y.
Durkee Famous Foods, Chicago	Margarine	Madame Courageous	Mon., Wed., Fri., 10:30-10:45 A.M.	21	Sept. '38-Dec. '38	C. Wendel Muench & Co., Chicago
Emerson Drug Co., Baltimore	Bromo-Seltzer	Harriet Parsons	Wednesday, 8:30-8:45 P.M.	31	Oct. '37-Jan. '38	J. Walter Thompson Co., N. Y.
Fels & Co., Philadelphia	Naptha Soap	Hobby Lobby	Wednesday, 8:30-9:00 P.M.	45	Oct. '38—	Young & Rubicam, N. Y.
H. Fendrich, Evansville, Ind.	Cigars	Smoke Dreams	Sunday, 3:00-3:15 P.M.	21	Oct. '38-Dec. '38	Ruthrauff & Ryan, Chicago
Firestone Tire & Rubber Co.	Tire and Tubes	Livestock Show	Mon.-Fri., 4:00-4:15 P.M.; 5:45-6:00 P.M.	113	Nov. '38-Dec. '38	Sweeney & James Co., Cleveland
Firestone Tire & Rubber Co.	Tires and Tubes	Dairy Show	Tues., Wed., Thurs., 4:00-4:15 P.M.: 5:45-6:00 P.M.	62	Oct. '38-Nov. '38	Sweeney & James Co., Cleveland
General Foods Corp., New York	Diamond Crystal Salt	On Broadway	Sunday, 3:00-3:30 P.M.	13	Oct. '37-Mar. '38	Benton & Bowles, N. Y.
Glass Container Asson., New York	Milk Bottles	There Was a Woman	Sunday, 1:30-2:00 P.M.	6	Jan. '38-Apr. '38	U. S. Adv. Corp., Toledo
Glass Container Asson., New York	Milk Bottles	Steinie Bottle Boys	Mon. & Thurs., 7:45-8:00 P.M.	4	Mar. '38-June '38	U. S. Adv. Corp., Toledo
Goodyear Tire & Rubber Co., Akron	Tires & Tubes	Farm Radio News	Mon.-Fri., 1:15-1:30 P.M.	49	Sept. '38—	Arthur Kudner, N. Y.
Group of American Banks, Chicago	Banking	Philadelphia Orchestra	Monday, 9:00-10:00 P.M.	22	Oct. '37-Apr. '38	Wessel Co., Chicago
Grove Laboratories, St. Louis	Bromo-Quinine	Gen. Hugh Johnson	Tues. & Wed., 10:00-10:15 P.M.	24	Sept. '37-Feb. '38	Stack-Goble Adv. Agcy., Chicago
Chas. Gulden, New York	Mustard	Gulden Serenaders	Wed. & Fri., 6:30-6:45 P.M.	5	Oct. '38—	Chas. W. Hoyt Co., N. Y.
Horlick's Malted Milk Corp., Racine, Wis.	Malted Milk	Lum and Abner	Mon., Wed., Fri., 7:30-7:45 P.M.; 11:15-11:30 P.M.	17	Nov. '37-Feb. '38	Lord & Thomas, Chicago
Household Finance Corp., Chicago	Loans	It Can Be Done	Tuesday, 8:30-9:00 P.M.	23	Jan. '35-Mar. '38	BBDO, Chicago
Jergens-Woodbury Sales Corp., Cincinnati	Soaps, Cosmetics, Lotion	Hollywood Playhouse Walter Winchell	Sunday, 9:00-9:45 P.M.; 10:30-11:15 P.M.	81	Oct. '37-June '38 Sept. '38—	Lennen & Mitchell, N. Y.
Jergens-Woodbury Sales Corp., Cincinnati	Soaps, Cosmetics Lotion	Win Your Lady Walter Winchell	Sunday, 9:00-9:45 P.M.; 10:30-11:15 P.M.	81	June '38-Sept. '38	Lennen & Mitchell, N. Y.
S. C. Johnson & Son, Racine, Wis.	Floor Wax	Terry Regan—Attorney at Law	Mon.-Fri., 10:30-10:45 P.M.	14	Jan. '38-May '38	Needham, Louis & Brorby, Chicago
S. C. Johnson & Son, Racine, Wis.	Floor Wax	Terry Regan—Attorney at Law	Mon.-Fri., 3:00-3:15 P.M.	14	May '38-June '38	Needham, Louis & Brorby, Chicago
Kellogg Co., Battle Creek, Mich.	Krispies	Don Winslow of Navy	Mon.-Fri., 5:30-5:45 P.M.; 6:00-6:15 P.M.	24	Aug. '38—	Hays MacFarland & Co., Chicago
Kellogg Co., Battle Creek, Mich.	Cereals	Singing Lady	Mon.-Thurs., 5:30-5:45 P.M.	15	Jan. '32-Aug. '38	N. W. Ayer & Son, N. Y.
Lambert Co., New York	Listerine	Grand Central Station	Friday, 8:00-8:30 P.M.	22	Oct. '37-Apr. '38	Lambert & Feasley, N. Y.
Lamont, Corliss & Co., New York	Pond's Creams	Those We Love	Monday, 8:30-9:00 P.M.	34	Oct. '36—	J. Walter Thompson Co., N. Y.
Larus & Bro. Co., Richmond, Va.	Smoking Tobacco	Alias Jimmy Valentine	Tuesday, 9:30-10:00 P.M.	31	Jan. '38-Apr. '38	Blackett-Sample-Hummert, N. Y.
MacFadden Publications, New York	Magazines	Mary and Bob's True Stories	Tuesday, 9:00-9:30 P.M.	25	Oct. '38—	Arthur Kudner, N. Y.
Miles Laboratories, Elkhart, Ind.	Alka-Seltzer	National Barn Dance	Saturday, 9:00-10:00 P.M.; 11:00-12:00 Mid	65	Jan. '33—	Wade Adv. Agcy., Chicago
Modern Food Process Co., Philadelphia	Thrivo Dog Food	Dog Heroes	Sunday, 3:00-3:15 P.M.	11	Oct. '38—	Clementa Co., Philadelphia
Modern Food Process Co., Philadelphia	Thrivo Dog Food	Dog Heroes	Sunday, 4:45-5:00 P.M.	7	Oct. '37-Apr. '38	Clements Co., Philadelphia
C. F. Mueller Co., Jersey City	Macaroni	Kitchen Cavalcade	Mon.-Fri., 10:45-11:00 A.M.	7	Sept. '38-May '38	Kenyon & Eckhardt, N. Y.
Musterole Co., Cleveland	Musterole	Carson Robinson and His Buckaroos	Monday, 8:00-8:30 P.M.	38	Oct. '38—	Erwin Wasey, & Co., N Y
Nehi Inc., Columbus, Ga.	Soft Drinks	Royal Crown Revue	Friday, 9:00-9:30 P.M.; 12:30-1:00 A.M.	69	Mar. '38-Sept. '38	James A. Greene & Co., Atlanta
Pacific Coast Borax Co., New York	Borax	Death Valley Days	Friday, 8:30-9:00 P.M.	23	Sept. '32-Mar. '38	McCann-Erickson, N. Y.

Advertisers Using NBC-Blue Network During 1938

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Pepperell Mfg. Co., Boston	Sheets	Dr. Karl Reiland	Friday, 7:15-7:30 P.M.	35	Nov. '37-Jan. '38	BBDO, N. Y.
Pittsburgh Coal Co., Pittsburgh	Champion Coal	Champions of Keyboards	Wednesday, 7:30-7:45 P.M.	3	Oct. '38—	Walker & Downing, Pittsburgh
Procter & Gamble Co., Cincinnati	Camay	Pepper Young's Family	Mon.-Fri., 11:30-11:45 A.M.	11	Aug. '36—	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Cincinnati	Crisco	Vic and Sade	Mon.-Fri., 11:15-11:30 A.M.	18	Apr. '36—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Flakes	Story of Mary Marlin	Mon.-Fri., 11:00-11:15 A.M.	14	June '37—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Lava Soap	Houseboat Hannah	Mon.-Fri., 10:00-10:15 A.M.; 5:00-5:15 P.M.	24	Sept. '38—	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	Oxydol	Ma Perkins	Mon.-Fri., 10:45-11:00 A.M.	11	June '37-Nov. '38	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	Oxydol	Central City	Mon.-Fri., 10:45-11:00 A.M.	11	Nov. '38—	Blackett-Sample-Hummert, Chicago
Radio Corp. of America, New York	Institutional	Magic Key of RCA	Sunday, 2:00-3:00 P.M.	117	Sept. '35—	Direct
RCA Mfg. Co., Camden, N. J.	Records and Radios	War Admiral-Seabiscuit Race	Tuesday, 3:45-4:15 P.M.	87	Nov. 1, 1938 Only	Direct
Ralston-Purina Corp., St. Louis	Wheat Cereal	Tom Mix and His Straight Shooters	Mon.-Fri., 5:45-6:00 P.M.; 6:45-7:00 P.M.	24	Sept. '38—	Gardner Adv. Co., St. Louis
Ralston-Purina Corp., St. Louis	Wheat Cereal	Tom Mix and His Straight Shooters	Mon.-Fri., 5:45-6:00 P.M.; 6:45-7:00 P.M.	22	Sept. '37-Mar. '38	Gardner Adv. Co., St. Louis
Richardson & Robbins, Dover, Del.	Boned Chicken	Revelers	Mon., Wed., Fri., 6:15-6:25 P.M.	5	Mar. '38-July '38	Chas. W. Hoyt Co., N. Y.
Servel Inc., New York	Refrigerators	March of Time	Thursday, 8:00-8:30 P.M.	46	Apr. '38-June '38	BBDO, N. Y.
Sherwin-Williams Co., Cleveland	Paints	Metropolitan Opera Auditions	Sunday, 5:00-5:30 P.M.	68	Oct. '37-Mar. '38	Cecil, Warwick & Legler, N. Y.
Sherwin-Williams Co., Cleveland	Paints	Metropolitan Opera Auditions	Sunday, 5:00-5:30 P.M.	67	Oct. '38—	Warwick & Legler, N. Y.
Standard Brands, New York	Foil Yeast	Getting Most Out of Life	Mon.-Fri., 11:45-12:00 Noon	20	May '38—	J. Walter Thompson Co., N. Y.
Standard Brands, New York	Yeast for Bread	Bakers Broadcast	Sunday, 7:30-8:00 P.M.	63	Oct. '35-June, '38	J. Walter Thompson Co., N. Y.
Stewart-Warner Corp., Chicago	Alemite	Horace Heidt	Tuesday, 9:00-9:30 P.M.	53	Dec. '37-July '38	Hays MacFarland & Co., Chicago
Sun Oil Co., Philadelphia	Gas & Oil	Lowell Thomas	Mon.-Fri., 6:45-7:00 P.M.	20	June '32—	Roche, Williams & Cunningham, Philadelphia
Swift & Co., Chicago	Sunbrite Cleanser	Smile Parade	Friday, 9:30-10:00 A.M.; 12:30-1:00 P.M.	26	Sept. '38—	Stack-Goble Adv. Agy., Chicago
Swift & Co., Chicago	Sunbrite Cleanser	Junior Nurse Corps	Mon.-Fri., 5:00-5:15 P.M.; 6:00-6:15 P.M.	6	Sept. '37-Apr. '38	Stack-Goble Adv. Agy., Chicago
Time Inc., New York	Magazine	March of Time	Friday, 9:30-10:00 P.M.	41	July '38—	BBDO, N. Y.
Time Inc., New York	Magazine	March of Time	Thursday, 8:30-9:00 P.M.	41	Oct. '37-Apr. '38	BBDO, N. Y.
Vick Chemical Co., New York	Vapo-Rub	Seth Parker	Sunday, 7:30-8:00 P.M.; 12:00-1:00 Mid	56	Sept. '38—	Morse International, N. Y.
Ward Baking Co., New York	Bread	Jane Arden	Mon.-Fri., 10:15-10:30 A. M.	15	Sept. '38—	Sherman K. Ellis & Co., N. Y.
Wm. R. Warner Co., New York	Sloan's Liniment	Warden Lawes	Friday, 8:00-8:30 P.M.	45	Oct. '38—	Warwick & Legler, N. Y.
Wm. R. Warner Co., New York	Sloan's Liniment	Warden Lawes	Monday, 10:00-10:30 P.M.	31	Oct. '37-April '38	Cecil, Warwick & Legler, N. Y.
G. Washington Refining Co., Morris Plains, N. J.	Coffee	Uncle Jim's Question Bee	Saturday, 7:30-8:00 P.M.	7	Sept. '36—	Cecil, Warwick & Legler, N. Y.
R. L. Watkins Co., New York	Dr. Lyons Tooth Powder	Alias Jimmy Valentine	Monday, 7:00-7:30 P.M.	25	June '38—	Blackett-Sample-Hummert, N. Y.
Welch Grape Juice Co., Westfield, N. Y.	Grape Juice	Irene Rich	Sunday, 9:45-10:00 P.M.; 11:15-11:30 P.M.	48	Oct. '33—	H. W. Kastor & Sons Adv. Co., Chicago
J. B. Williams Co., Glastonbury, Conn.	Shaving Creams	True or False	Monday, 10:00-10:30 P.M.	36	July '38—	J. Walter Thompson Co., N. Y.

Advertisers Using The Quaker State Network During 1938

Sponsor	Products	Program	Time	No. of Stations	Duration of Contract	Agency & City
Father Coughlin, Royal Oak, Mich.	Politics	Talks	4:00-4:30 P.M.	13	1/9/38-4/17/38	Aircasters, Detroit
Father Coughlin, Royal Oak, Mich.	Politics	Talks	10:00-10:30 P.M.	10	3/31/38	Aircasters, Detroit
Father Coughlin, Royal Oak, Mich.	Politics	Talks	4:00-4:30 P.M.	13	11/6/38-12/25/38	Aircasters, Detroit
Commonwealth of Penna.	Politics	Gov. Earle	9:00-9:15 P.M.	15	.....	....
Democratic State Com.	Politics	Speakers	26 broadcasts	17	....	Barnes & Aaron, Philadelphia
Democratic State Com.	Politics	....	8 announcements	16	....	Walker & Downing, Pittsburgh
Democratic State Com.	Politics	People's Side of the News	36 broadcasts	15	....	Walker & Downing, Pittsburgh
Jones for Governor	Politics	Speakers	20 broadcasts	13; 17; 17	....	Barnes & Aaron, Philadelphia
James for Governor	Politics	Speakers	26 broadcasts	13-15, 15, 15,	....	McLain Organization, Philadelphia
Margiotti for Governor	Politics	Speakers	14 broadcasts	13, 15	....	Stewart-Jordan Co., Philadelphia
Kennedy for Governor	Politics	Speakers	11 broadcasts	20	....	Walker & Downing, Pittsburgh
Owlett for Governor	Politics	Speakers	7 broadcasts	17	....	McLain Organization, Philadelphia
Pinchot for Governor	Politics	Speakers	13 broadcasts	5	....	Associated Advertisers, Pittsburgh
Penna. Highway Safety Campaign	Safety	Announcements	....	26	....	Barnes & Aaron, Philadelphia

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Advertisers Using NBC Pacific Coast Network During 1938

All Time Pacific Standard Time

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Albers Bros. Milling Co., Seattle	Cereals	Good Morning Tonite	Tuesday, 9:00-9:30 P.M.	6	Sept. '36—	Erwin Wasey Co., Seattle
Cardinet Candy Co., Oakland	Candy	Night Editor	Sunday, 9:00-9:15 P.M.	11	Sept. '36-May '38	Tomaschke-Elliott, Oakland
Gallenkamp Stores Co., San Francisco	Shoes	Professor Puzzlewit	Sunday, 4:00-4:30 P.M.	4	Mar. '36—	Long Adv. Service, San Francisco
Gilmore Oil Co., Los Angeles	Gas and Oil	Gilmore Circus	Friday, 9:00-9:30 P.M.	6	Feb. '37—	Botsford, Constantine & Gardner Los Angeles
Gilmore Oil Co., Los Angeles	Gas and Oil	Sales Meeting	Tuesday, 7:30-8:00 P.M.	10	Aug. 30, only	Botsford, Constantine & Gardner Los Angeles
Globe Grain & Milling Co., Los Angeles	Flour	The Best of the Week	Wed. & Fri., 11:45-12:00 Noon	7	Oct. '37-Apr. '38	Dan B. Miner Co., Los Angeles
International Shoe Co., St. Louis	Peter's Shoes	It's a Fact	Sunday, 3:45-4:00 P.M.	2	May '38-Nov. '38	Long Adv. Service, San Francisco
Johnson, Carvell & Murphy, San Francisco	Ant Paste	Woman's Magazine of the Air	Monday, 3:00-3:15 P.M.	2	May '38-Aug. '38	Wm. A. Ingoldsby Co., San Francisco
Knox Gelatin Co., Johnstown, N. Y.	Gelatin	Woman's Magazine of the Air	Friday, 3:30-3:45 P.M.	5	Sept. '38-Dec. '38	Kenyon & Eckhardt, N. Y.
Lamont Corliss & Co., New York	Danya Lotion	Woman's Magazine of the Air	Wed. & Fri., 3:45-4:00 P.M.	5	Nov. '38—	J. Walter Thompson Co., N. Y.
Lamont Corliss & Co., New York	Danya Lotion	Woman's Magazine of the Air	Wed. & Fri., 3:30-3:45 P.M.	5	Nov. '37-Apr. '38	J. Walter Thompson Co., N. Y.
Local Loan Co., San Francisco	Loans	Meet Your Neighbor	Friday, 8:30-9:00 P.M.	4	Oct. '37-Jan. '38	Long Adv. Service, San Francisco
Nestle's Milk Products, San Francisco	Alpine Coffee	Woman's Magazine of the Air	Monday, 3:00-3:15 P.M.	9	Feb. '38-May '38	Leon Livingston Adv. Agcy, San Francisco
Owl Drug Co., San Francisco	Drugs	Treasure Island	Sunday, 9:15-9:30 P.M.	5	Feb. '37-Jan. '38	D'Evelyn & Wadsworth, San Francisco
Oxo Ltd., Montreal	Beef Cubes	Mrs. Garrie Griswold and the Vaquero	Tues. & Fri., 9:30-9:45 A.M.	4	Nov. '37-Feb. '38	Doremus & Co., San Francisco
Pacific Coast Borax Co., Wilmington, Cal.	Borax	Death Valley Days	Tuesday, 9:00-9:30 P.M.	5	Oct. '35-May '38	McCann-Erickson, San Francisco
Pepsodent Co., Chicago	Antiseptic	Candid Lady	Mon.-Fri., 3:15-3:30 P.M.	5	Mar. '38-Dec. '38	Lord & Thomas, Los Angeles
Richfield Oil Corp., Los Angeles	Gas and Oil	Richfield Reporter	Sun.-Fri., 10:00-10:15 P.M.	6	Apr. '31—	Hixson-O'Donnell, Los Angeles
Signal Oil & Gas Co., Los Angeles	Gas and Oil	Signal Carnival	Sunday, 7:00-7:30 P.M.	11	Nov. '36—	Logan & Stebbins, Los Angeles
S. & W. Fine Foods, San Francisco	Foods	I Want a Divorce	Sunday, 9:15-9:30 P.M.	9	Oct. '37-Sept. '38	Emil Brisacher & Staff, San Francisco
Sperry Flour Co., San Francisco	Flour	Dangerous Road	Mon.-Fri., 10:30-10:45 A.M.	6	Sept. '38—	Westco Adv. Agcy., San Francisco
Sperry Flour Co., San Francisco	Flour	Dr. Kate	Mon.-Fri., 10:45-11:00 A.M.	6	May '38—	Westco Adv. Agcy., San Francisco
Sperry Flour Co., San Francisco	Flour	Martha Meade	Friday, 10:15-10:30 A.M.	6	Sept. '38—	Westco Adv. Agcy., San Francisco
Sperry Flour Co., San Francisco	Flour	Woman's Magazine of the Air	Friday, 2:45-3:00 P.M.	6	May 6, '38 only	Westco Adv. Agcy., San Francisco
Sperry Flour Co., San Francisco	Flour	Woman's Magazine of the Air	Thursday, 3:45-4:00 P.M.	8	Feb. 10, '38 only	Westco Adv. Agcy., San Francisco
Sperry Flour Co., San Francisco	Flour	Sperry Daytime Specials	Tues. & Thurs., 1:45-2:00 P.M.	6	Feb. '37-Jan. '38	Westco Adv. Agcy., San Francisco
Sperry Flour Co., San Francisco	Flour	Gloria Gale	Mon.-Fri., 1:30-1:45 P.M.	6	July '37-Jan. '38	Westco Adv. Agcy., San Francisco
Sperry Flour Co., San Francisco	Flour	Sunday Special	Sunday, 1:00-1:30 P.M.	6	Oct. '34-Apr. '38	Westco Adv. Agcy., San Francisco
Sperry Flour Co., San Francisco	Flour	Martha Meade	Wed. & Fri., 1:00-1:15 P.M.	6	Feb. '38-May '38	Westco Adv. Agcy., San Francisco
Standard Oil Co. of Cal., San Francisco	Gas and Oil	Standard School Broadcast	Thursday, 11:00-11:45 A.M.	12	Oct. '38 —	McCann-Erickson, San Francisco
Standard Oil Co. of Cal., San Francisco	Gas and Oil	Standard School Broadcast	Thursday, 11:00-11:45 A.M.	6	Sept. '37-May '38	McCann-Erickson, San Francisco
Standard Oil Co. of Cal. San Francisco	Gas and Oil	Standard Symphony	Thursday, 8:15-9:15 P.M.	5	Sept. '32—	McCann-Erickson, San Francisco
Tidewater Associated Oil Co., San Francisco	Gas and Oil	Associated Football	Saturday, 2:00-4:45 P.M.	Various	Sept. '38-Dec. '38	Lord & Thomas, San Francisco
Tillamook County Creamery, Tillamook, Ore.	Cream	Bennie Walker's Kitchen	Friday, 10:00-10:15 A.M.	5	Feb. '38-June '38	Botsford Constantine & Gardner, Portland
Tillamook County Creamery, Tillamook, Ore.	Cream	Bennie Walker's Kitchen	Friday, 10:00-10:15 A.M.	5	Sept. '38-Dec. '38	Botsford Constantine & Gardner, Portland
Union Oil Co., Los Angeles	Gas and Oil	Woman's Magazine of the Air	Thursday, 3:45-4:00 P.M.	11	Sept. '38-Dec. '38	Lord & Thomas, Los Angeles
Union Oil Co., Los Angeles	Gas and Oil	The 76 Review with Conrad Nagel	Saturday, 7:30-8:00 P.M.	8	Jan. '37-Oct. '38	Lord & Thomas, Los Angeles
Wesson Oil & Snowdrift Co., San Francisco	Salad Oil	Hawthorne House	Monday, 9:00-9:30 P.M.	5	Oct. '35—	Fitzgerald Adv. Agcy., New Orleans

Advertisers Using The Wisconsin Radio Network During 1938

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Ben H. Anderson Co., Madison, Wis.	Clean Easy Milker	Clean Easy Twins	2:15-2:30 Sundays	4	1 year	Arthur Towell Inc., Madison
Fromm Fur Co., Hamburg, Wis.	Furs	Fromm Fur Auction	12:30 Mon., Tues., & Wed.	3	5 days	....
I. K. Mayr Seed Co., Beaver Dam, Wis.	Feed, flour & seed	Mayr's Jamboree	12:30-1:45 Sundays	3	1 year	....
Nolte-Havemann Co., Oshkosh, Wis.	Seeds	Rhineland Band	6:30-7:00 Mon., Wed., Fri.	3	9 times	....

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Advertisers Using CBS Network During 1938

** Pacific Coast Stations Only* *** New England Stations Only* *Contract Dates Cover Only Those Contracts Effective in 1938*

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
American Tobacco Co., New York	Lucky Strike Cigarettes	Your Hit Parade	Saturday, 10:00-10:45 P.M.	92	11/6/37-	Lord & Thomas, N. Y.
American Tobacco Co., New York	Lucky Strike Cigarettes	Your News Parade	Mon.-Thurs., 12:15-12:30 P.M.	91	1/3/38-4/1/38	Lord & Thomas, N. Y.
American Tobacco Co., New York	Roi Tan Cigars	Man to Man Sports	Thursday, 10:00-10:15 P.M. PST Eff 4/21 Tues., 10:00-10:15 P.M. PST	4*	10/5/37-6/28/38	Lawrence C. Gumbinner Adv. Agency, N. Y.
American Tobacco Co., New York	Roi Tan Cigars	Sophie Tucker	Mon., Wed., Fri., 6:45-7:00 P.M. Rebr. 1:00-1:15 A.M.	54	11/7/38-	Lawrence C. Gumbinner Adv. Agency, N. Y.
American Tobacco Co., New York	Half & Half Tobacco	Ben Bernie & All the Lads	Sunday, 5:30-6:00 P.M. Rebr. 11:00-11:30 P.M.	52	10/2/38-	Young & Rubicam, N. Y.
Anacin Co., Jersey City	Anacin Headache Tablets	Hammerstein Music Hall	Friday, 8:00-8:30 P.M.	44	2/4/38-3/18/38	Blackett-Sample-Hummert, N. Y.
Anacin Co., Jersey City	Anacin Headache Tablets	Our Gal, Sunday	Mon., Tues., Wed., 12:45-1:00 P.M.	30	9/27/37-	Blackett-Sample-Hummert, N. Y.
Atlantic Refining Co., Philadelphia	Gas and Oil	Football	Saturday, 2:00-4:30 P.M.	4**	9/24/38-11/26/38	N. W. Ayer & Son, Philadelphia
Barbasol Co., Indianapolis	Shaving Cream	Arthur Godfrey	Mon. & Fri., 7:15-7:30 P.M. Rebr. Fri. only 12:00-12:15 A.M.	24	1/24/38-4/22/38	Erwin, Wasey & Co., N. Y.
Bayer Co., New York	Bayer Aspirin	Famous Actor's Guild	Tuesday, 7:30-8:00 P.M.	32	8/3/37-	Blackett-Sample-Hummert, N. Y.
Bayuk Cigars, Inc., Philadelphia	Phillies	California Sports Review	Mon., Wed., Fri., 9:30-9:45 P.M. PST	2*	2/28/38-5/27/38	McKee, Albright & Ivey, Philadelphia
Beneficial Management Corp., Newark	Personal Loans	Your Unseen Friend	Saturday, 8:00-8:30 P.M.	40	10/2/37-1/1/38	Albert Frank-Guenther-Law, N. Y.
A. S. Boyle Co., Jersey City	Old English Floor Wax	Romance of Helen Trent	Thurs., Fri., 12:30-12:45 P.M.	30	2/28/38-9/23/38	Blackett-Sample-Hummert, N. Y.
Brewers Radio Show Assn., New York	Participating Brewers	Monday Night Show	Monday, 8:00-8:30 P.M.	23	3/7/38-11/28/38	U. S. Advertising Corp., Toledo
Brown & Williamson Tobacco Corp., Louisville	Kool & Raleigh Cigarettes	Kentucky Derby	Saturday, 6:15-7:00 P.M.	101	5/7/38 only	BBDO, N. Y.
Calif. Prune & Apricot Growers Assn., San Jose	Sunsweet Prunes	Fletcher Wiley	Friday, 12:45-1:00 P.M. PST	6*	9/30/38-12/2/38	Long Adv. Service, San Francisco
Campana Corp., Batavia, Ill.	Italian Balm, Coolies, Dreskin, DDD	First Nighter	Friday, 8:00-8:30 P.M. Rebr. 12:00-12:30 A.M.	51	9/2/38-	Aubrey, Moore & Wallace, Chicago
Campbell Soup Co., Camden, N. J.	Soups, Tomato Juice, Beans	Hollywood Hotel Eff 12/9 Mercury Theatre	Friday, 9:00-10:00 P.M.	58	10/1/37-6/24/38; 9/9/38-	Ward Wheelock Co., Philadelphia
Carborundum Co., Niagra Falls	Abrasives	Carborundum Band	Saturday, 7:30-8:00 P.M.	18	10/16/37-2/26/38	BBDO, N. Y.
Cardinet Candy Co., Oakland, Cal.	Candy	Night Editor	Sunday, 7:45-8:00 P.M. PST	10*	10/16/38-	Tomaschke-Elliott, Oakland
George W. Caswell Co., San Francisco	Coffee	Party Bureau	Tuesday, 2:30-2:45 P.M. PST	2*	1/11/38-4/5/38	Long Adv. Service, San Francisco
Chesebrough Mfg. Co., New York	Vaseline Products	Dr. Christian	Sunday, 2:30-3:00 P.M. Rbr. 5:30-6:00 P.M.	58	11/7/37-4/28/38	McCann-Erickson, N. Y.
Chesebrough Mfg. Co., New York	Vaseline Products	Dr. Christian	Tuesday, 10:00-10:30 P.M.	56	10/18/38-	McCann-Erickson, N. Y.
Chrysler Sales Corp., Detroit	Motor Cars	Major Bowes Amateur Hour	Thursday, 9:00-10:00 P.M.	78	9/16/37-	Ruthrauff & Ryan N. Y.
Coca Cola Co., Atlanta	Coca Cola	Coca Cola Presents the Songshop	Friday, 10:00-10:45 P.M.	89	9/10/37-6/10/38	D'Arcy Adv. Co., Inc., St. Louis
Colgate-Palmolive-Peet Co., Jersey City	Dental Products	Stepmother	Mon.-Fri., 5:30-5:45 P.M. Eff 4/25 10:45-11:00 A.M.	17	1/17/38-	Benton & Bowles, N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Dental Products	Colgate Ask-It-Basket	Wednesday, 7:30-8:00 P.M. Rebr. 10:30-11:00 P.M.	58	10/5/38-	Benton & Bowles, N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Shaving Cream	Gang Busters	Wednesday, 10:00-10:30 P.M.	56	1/5/38-6/15/38	Benton & Bowles, N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Shaving Cream	Gang Busters	Wednesday, 8:00-8:30 P.M. Rebr. 12:00-12:30 A.M.	46	8/17/38-	Benton & Bowles, N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Palmolive Soap	Hilltop House	Mon.-Fri., 5:45-6:00 P.M. Eff 4/25 10:30-10:45 A.M.; 4:30-4:45 P.M.	51	11/1/37-	Benton & Bowles, N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Super Suds	Myrt and Marge	Mon.-Fri., 10:15-10:30 A.M. Rebr. 4:00-4:15 P.M. Eff 9/27 rebr. 4:15-4:30 P.M.	52	1/3/38-	Benton & Bowles, N. Y.
Continental Baking Co., New York	Wonder Bread	Pretty Kitty Kelly	Mon.-Fri., 10:00-10:10 A.M. Rebr. 4:15-4:30 P.M. Eff 9/27 rebr. 4:00-4:15 P.M.	40	4/12/37-	Benton & Bowles, N. Y.
Continental Baking Co., New York	Wonder Bread, Hostess Cake	Jack Haley	Friday, 7:30-8:00 P.M. Rebr. 12:30-1:00 A.M.	40	10/14/38-	Benton & Bowles, N. Y.
Cudahy Packing Co., Chicago	Old Dutch Cleanser	Bachelor's Children	Mon.-Fri., 9:45-10:00 A.M.	18	9/27/37-	Roche, Williams & Cunnyngham, Chicago
R. B. Davis Co., Hoboken, N. J.	Cocomalt	Joe Penner	Sunday, 6:00-6:30 P.M. Rebr. 11:00-11:30 P.M.	45	10/3/37-6/26/38	Ruthrauff & Ryan, N. Y.
E. I. duPont de Nemours & Co., Wilmington	Institutional	Cavalcade of America	Wednesday 8:00-8:30 P.M. Rebr. 12:00-12:30 A.M.	45	10/6/37-6/29/38	BBDO, N. Y.
E. I. duPont de Nemours & Co. Wilmington	Institutional	Cavalcade of America	Monday, 8:00-8:30 P.M. Rebr. 12:00-12:30 A.M.	..	12/5/38-	BBDO, N. Y.
Durkee's Famous Foods, Elmhurst, L. I.	Food Products	My Secret Ambition	Tuesday, 7:30-8:00 P.M. PST Eff 6/3 Friday, 8:00-8:30 P.M. PST	8*	12/26/37-7/1/38	Botsford, Constantine & Gardner, San Francisco
Euclid Candy Co., San Francisco	Candy Bars	Knox Manning	Tuesday, 5:30-5:45 P.M. PST Eff 4/27 Wed., 5:45-6:00 P.M. PST Eff 9/26 Mon., 5:45-6:00 P.M. PST	5*	11/23/37-	Sidney Garfinkel Adv. Agency, San Francisco
F & F Laboratories, Chicago	Cough Drops	Jenny Peabody	Mon., Wed., Fri., 3:30-3:45 P.M.	41	10/18/37-1/14/38	Blackett-Sample-Hummert, Chicago
Florida Citrus Commission, Lakeland, Fla.	Citrus Fruits	How to Get the Most Out of Life—Emily Post	Tues., Thurs., 10:30-10:45 A.M.	32	10/21/37-4/19/38	Ruthrauff & Ryan, N. Y.

(Continued on page 264)

Advertisers Using CBS Network During 1938

(Continued from page 263)

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Ford Motor Co., Dearborn, Mich.	Motor Cars	Ford Sunday Evening Hour	Sunday, 9:00-10:00 P.M.	75	9/12/37-6/5/38: 9/11/38-	N. W. Ayer & Son, Philadelphia
Ford Motor Co., Dearborn, Mich.	Motor Cars	Al Pearce and His Gang	Tuesday, 9:00-9:30 P.M. Rebr. 12:00-12:30 A.M.	83	1/4/38-6/28/38	N. W. Ayer & Son, Philadelphia
General Baking Co., New York	Bond Bread	Guy Lombardo's Orchestra	Sunday, 5:30-6:00 P.M.	26	2/21/37-8/14/38	BBDO, N. Y.
General Foods Corp., New York	Minute Tapioca	Mary Margaret McBride	Mon., Wed., Fri., 12:00-12:15 P.M. Eff 4/5 Tues., Thurs., 12:00-12:15 P.M.	45	10/4/37-6/30/38	Young & Rubicam, N. Y.
General Foods Corp., New York	Swansdown, Calumet	Kate Smith Hour	Thursday, 8:00-9:00 P.M. Rebr. 11:30-12:30 A.M.	76	9/30/37-6/23/38; 9/29/38-	Young & Rubicam, N. Y.
General Foods Corp., New York	La France, Satina	Mary Margaret McBride	Tues., Thurs., 12:00-12:15 P.M. Eff 4/4 Mon., Wed., Fri., 12:00-12:15 P.M.	39	1/4/38-7/1/38; 8/1/38-	Young & Rubicam, N. Y.
General Foods Corp., New York	Sanka	We the People	Thursday, 7:30-8:00 P.M. Rebr. 10:30-11:00 P.M.	53	10/7/37-5/12/38	Young & Rubicam, N. Y.
General Foods Corp., New York	Sanka	We the People	Tuesday, 9:00-9:30 P.M.	56	9/27/38-	Young & Rubicam, N. Y.
General Foods Corp., New York	Postum	Lum and Abner	Mon., Wed., Fri., 6:45-7:00 P.M. Rebr. 11:15-11:30 P.M.	46	2/28/38-7/1/38	Young & Rubicam, N. Y.
General Foods Corp., New York	Postum	Lum and Abner	Mon., Wed., Fri., 7:15-7:30 P.M. Rebr. 11:15-11:30 P.M.	48	9/5/38-	Young & Rubicam, N. Y.
General Foods Corp., New York	Diamond Salt	Speaking Her Mind—Kate Smith	Tues., Thurs., Sat., 12:00-12:15 P.M.	14	10/4/38-	Young & Rubicam, N. Y.
General Foods Corp., New York	Huskies	Boake Carter	Mon.-Fri., 6:30-6:45 P.M.; rebr. 8:45-9:00 P.M. Eff 4/25 add rebr. 7:15-7:30 P.M. Eff 7/4 Mon., Wed., Thurs., Fri., 7:45-8:00 P.M.; Mon.-Fri., 8:45-9:00 P.M.	78	2/28/38-8/26/38	Benton & Bowles, N. Y.
General Foods Corp., New York	Huskies	Joe Penner	Thursday, 7:30-8:00 P.M. Rebr. 8:30-9:00 P.M.	63	10/6/38-	Benton & Bowles, N. Y.
General Foods Corp., New York	Post Toasties	Joe E. Brown	Saturday, 7:30-8:00 P.M. Rebr. 11:00-11:30 P.M.	72	10/8/38-	Benton & Bowles, N. Y.
General Mills, Minneapolis	Corn Kix	The Grouch Club	Monday, 9:00-9:30 P.M. PST	3*	10/17/38-	Blackett-Sample-Hummert, Chicago
General Mills, Minneapolis	Wheaties, Softasilk, Gold Medal, Bisquick	Gold Medal Feature Time	Mon.-Fri., 1:00-2:00 P.M.	31	5/31/37-5/27/38	Blackett-Sample-Hummert, Chicago Knox Reeves Advertising, Minneapolis
General Motors Corp., Detroit	Pontiac Cars	News Thru a Woman's Eyes	Mon., Wed., Fri., 2:00-2:15 P.M. Rebr. 5:30-5:45 P.M.	61	10/11/37-4/8/38	MacManus, John & Adams, Detroit
Griffin Mfg. Co., Brooklyn	Shoe Cleaners	Time to Shine	Tuesday, 10:00-10:30 P.M.	36	4/19/38-10/11/38	Bermingham, Castleman & Pierce, N. Y.
Gulf Refining Co., Pittsburgh	Gas and Oil	Phil Baker Eff 7/3 Passing Parade	Sunday, 7:30-8:00 P.M.	60	2/21/37-	Young & Rubicam, N. Y.
H. J. Heinz Co., Pittsburgh	57 Varieties	Heinz Magazine of the Air	Sunday, 5:00-5:30 P.M.	58	12/30/37-4/10/38	Maxon Inc., Detroit
H. J. Heinz Co., Pittsburgh	57 Varieties	Carol Kennedy's Romance	Mon.-Fri., 11:15-11:30 A.M. Rebr. 3:15-3:30 P.M.	43	11/26/37-3/21/38	Maxon Inc., Detroit
Holland Furnace Co., Holland, Mich.	Heating Equipment	Holland Tulip Festival	Saturday, 2:00-2:30 P.M.	74	5/14/38 only	Ruthrauff & Ryan, N. Y.
Edna Wallace Hopper, Jersey City	Cosmetics	Romance of Helen Trent	Mon., Tues., Wed., 12:30-12:45 P.M.	30	11/24/37-	Blackett-Sample-Hummert, N. Y.
Household Finance Corp., Chicago	Personal Loans	It Can Be Done	Wednesday, 10:30-11:00 P.M. Eff. 12/7, Wednesday, 10:00-10:30 P.M.	28	4/6/38-	BBDO, Chicago
Hudson Motor Car Co., Detroit	Motor Cars	Hobby Lobby	Wednesday, 7:15-7:45 P.M. Rebr. 10:30-11:00 P.M.	75	10/6/37-3/30/38	Brooke, Smith & French, Detroit
International Cellucotton Products Co., Chicago	Kleenex	Her Honor, Nancy James	Mon.-Fri., 12:15-12:30 P.M.	40	10/3/38-	Lord & Thomas, Chicago
International Silver Co., Meriden, Conn.	Silver	Silver Theatre	Sunday, 6:00-6:30 P.M.	46	10/2/38-	Young & Rubicam, N. Y.
Kellogg Co., Battle Creek, Mich.	Corn Flakes	Howie Wing	Mon.-Fri., 6:15-6:30 P.M. Rebr. 8:15-8:30 P.M.	39	10/3/38-	J. Walter Thompson Co., N. Y.
Kolynos Co., Jersey City	Dentrifrice	Hammerstein Music Hall	Friday, 8:00-8:30 P.M.	44	8/6/37-1/28/38	Blackett-Sample-Hummert, N. Y.
Kolynos Co., Jersey City	Dentifrice	Our Gal, Sunday	Thurs., Fri., 12:45-1:00 P.M.	30	11/4/37-	Blackett-Sample-Hummert, N. Y.
Lady Esther Co., Chicago	Cosmetics	Wayne King's Orchestra Eff 10/10 Guy Lombardo's Orchestra	Monday, 10:00-10:30 P.M.	35	2/22/37-	Lord & Thomas, Chicago
Lambert Co., St. Louis	Listerine Products	The Newlyweds	Mon., Tues., Wed., Fri., 12:45-1:00 P.M. PST	5*	8/30/37-2/25/38	Lambert & Feasley, N. Y.
Lambert Co., St. Louis	Listerine Products	Grand Central Station	Sunday, 10:00-10:30 P.M. Eff 6/26 Tuesday, 9:00-9:30 P.M. Eff 9/20 Friday, 10:00-10:30 P.M.	50	4/24/38-	Lambert & Feasley, N. Y.
Lehn & Fink Products Co., New York	Lysol	Dr. Dafoe	Mon., Wed., Fri., 4:45-5:00 P.M.	28	10/4/37-4/1/38	Lennen & Mitchell, N. Y.
Lehn & Fink Products Co., New York	Pebeco	Follow the Moon	Mon.-Fri., 5:00-5:15 P.M.	22	10/4/37-4/1/38	Lennen & Mitchell, N. Y.
Lehn & Fink Products Co., New York	Hinds Honey & Almond Cream	Life of Mary Sothern	Mon.-Fri., 5:15-5:30 P.M.	20	10/4/37-4/1/38	William Esty & Co., N. Y.
Lehn & Fink Products Co., New York	Tussy Lipstick	Hawaiian Moon Casino	Mon. & Thurs., 9:45-10:00 P.M. PST	2*	1/17/38-3/3/38	William Esty & Co., N. Y.

Advertisers Using CBS Network During 1938

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Lever Bros. Co., Cambridge, Mass.	Spry	Aunt Jenny's Real Life Story	Mon.-Fri., 11:45-12:00 Noon Rebr. 2:15-2:30 P.M.	54	1/18/37-	Ruthrauff & Ryan, N. Y.
Lever Bros. Co., Cambridge, Mass.	Rinso	Big Sister	Mon.-Fri., 11:30-11:45 A.M. Rebr. 2:00-2:15 P.M.	63	9/13/37-	Ruthrauff & Ryan, N. Y.
Lever Bros. Co., Cambridge, Mass.	Rinso	Big Town	Tuesday, 8:00-8:30 P.M. Rebr. 11:30-12:00 Mid	59	10/19/37-7/12/38; 9/20/38-	Ruthrauff & Ryan, N. Y.
Lever Bros. Co., Cambridge, Mass.	Lifebuoy	Al Jolson	Tuesday, 8:30-9:00 P.M. Rebr. 12:30-1:00 A.M.	59	9/7/37-7/12/38; 9/20/38-	Ruthrauff & Ryan, N. Y.
Lever Bros. Co., Cambridge, Mass.	Lux Toilet Soap	Lux Radio Theatre	Monday, 9:00-10:00 P.M.	57	9/13/37-7/4/38; 9/12/38-	J. Walter Thompson Co., N. Y.
Liggett & Myers Tobacco Co., New York	Chesterfields, Granger	Chesterfield Program (Variety Talent)	Wednesday, 9:00-9:30 P.M. Fri. 8:30-9:00 P.M.; Rebr. 11:30-12:00 Mid Eff 7/8 Fri. only 8:30-9:00; 11:30-12:00 P.M.	93	9/29/37-9/21/38	Newell-Emmett Co., N. Y.
Liggett & Myers Tobacco Co., New York	Chesterfields, Granger	Paul Whiteman	Friday, 8:30-9:00 P.M. Rebr. 11:30-12:00 Mid	89	9/30/38-	Newell-Emmett Co., N. Y.
Liggett & Myers Tobacco Co., New York	Chesterfields, Granger	Burns & Allen	Wednesday, 8:30-9:00 P.M. Rebr. 11:30-12:00 Mid	89	9/28/38-	Newell-Emmett Co., N. Y.
P. Lorillard Co., New York	Old Gold Cigarettes	Hollywood Screenscoops	Tues., Thurs., 7:15-7:30 P.M. Rebr. 11:15-11:30 P.M.	59	11/16/37-11/10/38	Lennen & Mitchell, N. Y.
P. Lorillard Co., New York	Old Gold Cigarettes	Robert Benchley	Sunday, 10:00-10:30 P.M.	75	11/20/38-	Lennen & Mitchell, N. Y.
Joe Lowe Corp., New York	Popsicles	Popeye the Sailor	Mon., Wed., Fri., 6:15-6:30 P.M.	16	5/2/38-7/29/38	Blackett-Sample-Hummert, N. Y.
McKesson & Robbins, Bridgeport	Calox, Albolene	Joyce Jordan, Girl Interne	Mon.-Fri., 9:30-9:45 A.M.	10	5/30/38-	Brown & Tarcher, N. Y. Eff 8/26 Bowman & Columbia, N. Y.
Mennen Co., Newark, N. J.	Toilet Articles	The Peoples' Vote	Monday, 8:00-8:15 P.M. PST	6*	10/10/38-	H. M. Kiesewetter Adv. Agency, N. Y.
Philip Morris & Co., New York	Philip Morris Cigarettes	Johnnie Presents . . .	Saturday, 8:30-9:00 P.M.; 11:30-12:00 Mid Eff 10/1 8:00-8:30 P.M.; 11:30-12:00 Mid	54	2/13/37-	Biow Co., N. Y.
Nash-Kelvinator Corp., Kenosha, Wisc.	Nash Cars	Professor Quiz	Saturday, 9:00-9:30 P.M. Rebr. 12:00-12:30 A.M.	33	9/4/37-9/24/38	Geyer, Cornell & Newell, N. Y.
Noxzema Chemical Co., Baltimore	Skin Cream	Professor Quiz	Saturday, 8:30-9:00 P.M. Rebr. 12:00-12:30 A.M.	41	10/1/38-	Ruthrauff & Ryan, N. Y.
Penick & Ford, New York	My-T-Fine Dessert	The Mighty Show	Mon.-Fri., 5:45-6:00 P.M.	12	9/12/38-	BBDO, N. Y.
Pennsylvania Publicity Commission, Harrisburg	Publicity	The Scenic Show	Various Times	22	3/14, 3/29, 6/9 and 6/19 only	Walker & Downing, Pittsburgh
Pet Milk Sales Corp., St. Louis	Pet Milk	Pet Milky Way	Tues., Thurs., 11:00-11:15 A.M. Rebr. 3:00-3:15 P.M. Eff. 5/31, rebr. 1:45-2:00 P.M.	59	11/2/37-	Gardner Adv. Co., St. Louis
Pet Milk Sales Corp., St. Louis	Pet Milk	Saturday Night Serenade	Saturday, 9:30-10:00 P.M.	53	10/2/37-6/25/38; 10/1/38-	Gardner Adv. Co., St. Louis
Philco Radio & Television Corp., Philadelphia	Philco Radios	Boake Carter	Mon., Wed., Fri., 7:45-8:00 P.M. Rebr. 11:15-11:30 P.M.	58	7/5/37-2/18/38	F. Wallis Armstrong Co., Philadelphia
Phillips Petroleum Co., Bartlesville, Okla.	Gas and Oil	Phillips Poly Follies	Tuesday, 10:30-11:00 P.M.	19	11/9/37-5/17/38	Lambert & Feasley, N. Y.
Procter & Gamble Co., Cincinnati	Drene	Jimmy Fidler	Tuesday, 7:15-7:30 P.M. Rebr. 10:30-10:45 P.M.	60	11/15/38-	H. W. Kaster & Sons Adv. Co., Chicago
Procter & Gamble Co., Cincinnati	Ivory	The O'Neills	Mon.-Fri., 2:15-2:30 P.M.	42	1/3/38-5/27/38	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory	Gospel Singer	Mon.-Fri., 1:45-2:00 P.M.	22	5/30/38-11/4/38	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory	Life Can Be Beautiful	Mon.-Fri., 1:15-1:30 P.M.	33	11/7/38-	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Crisco	Vic and Sade	Mon.-Fri., 1:15-1:30 P.M.	41	5/30/38-11/4/38	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Crisco	This Day is Ours	Mon.-Fri., 1:45-2:00 P.M.	22	11/7/38-	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Chipso	Road of Life	Mon.-Fri., 9:30-9:45 A.M. Eff 5/30 1:30-1:45 P.M.	22	1/3/38-	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Cincinnati	Dreft	Kitty Keene	Mon.-Fri., 4:30-4:45 P.M. Eff 4/11 12:15-12:30 P.M.	16	1/3/38-5/27/38	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	Oxydol	Ma Perkins	Mon.-Fri., 10:45-11:00 A.M. Eff 4/11 2:00-2:15 P.M.	30	1/3/38-5/27/38	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	Oxydol	The Goldbergs	Mon.-Fri., 4:30-4:45 P.M. Eff 4/11 12:15-12:30 P.M. Eff 5/30 1:00-1:15 P.M.	33	1/3/38-	Blackett-Sample-Hummert, Chicago
Pure Oil Co., Chicago	Gas and Oil	Red Grange	Thurs. & Sat., 6:00-6:15 P.M.	12	9/22/38-11/26/38	Leo Burnett Co., Chicago
Refrigeration & Air Condition Institute, Chicago	Course of Instruction	Talk	Tuesday, 10:00-10:15 P.M. PST	3*	6/28/38 only	James R. Lunke & Associates, Chicago
R. J. Reynolds Tobacco Co., Winston-Salem, N. C.	Camels, Prince Albert	Camel Caravan	Tuesday, 9:30-10:30 P.M.	82	9/28/37-3/22/38	William Esty & Co., N. Y.
R. J. Reynolds Tobacco Co., Winston-Salem, N. C.	Camels, Prince Albert	Benny Goodman's Swing School	Tuesday, 9:30-10:00 P.M.	87	3/28/38-	William Esty & Co., N. Y.
R. J. Reynolds Tobacco Co., Winston-Salem, N. C.	Camels, Prince Albert	Cantor's Camel Caravan	Monday, 7:30-8:00 P.M. Rebr. 10:30-11:00 P.M.	89	3/27/38-6/27/38: 10/3/38-	William Esty & Co., N. Y.
Rio Grande Oil Co., Los Angeles	Gas and Oil	Calling All Cars	Tuesday, 7:30-8:00 P.M. PST Eff 4/28 Thurs., 8:30-9:00 P.M. PST Eff 9/30 Fri., 7:30-8:00 P.M. PST	6*	9/28/37-	Hixson & O'Donnell Adv., Los Angeles
Roma Wine Co., Lodi, Cal.	Cella Grape Juice	The Toast of the Town	Sunday, 9:00-9:30 P.M. PST	2*	12/12/37-3/6/38	James Houlihan, San Francisco
S. & W. Fine Foods, San Francisco	Coffee, Canned Goods	I Want a Divorce	Sunday, 7:30-7:45 P.M. PST	7*	10/16/38-	Emil Brisacher & Staff, San Francisco
Sales Affiliates, New York	Loxol Shampoo Oil Tint	Fray & Braggiotti	Wed. & Fri., 11:15-11:30 A.M. PST	2*	5/18/38-8/12/38	Milton Weinberg Adv. Co., Los Angeles

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Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Skelly Oil Co., Kansas City	Gas and Oil	Skelly Court of Missing Heirs	Sunday, 10:30-11:00 P.M.	19	10/11/37-7/3/38	Blackett-Sample-Hummert, Chicago
Soil-Off Mfg. Co., Glendale, Calif.	Cleaning Fluid for Paint	Fletcher Wiley	Thursday 12:45-1:00 P.M. PST	7*	9/8/38-12/8/38	Hillman-Shane Adv. Agency, Los Angeles
Tea Garden Products Co., San Francisco	Food Products	Woman's Page of the Air	Thursday 1:45-2:00 P.M. PST	5*	1/13/38-3/10/38	Botsford, Constantine & Gardner, San Francisco
Texas Co., New York	Gas and Oil	Eddie Cantor	Wednesday 8:30-9:00 P.M. Rebr. 11:30-12:00 Mid	92	9/29/37-3/23/38	Buchanan Co., N. Y.
Texas Co., New York	Gas and Oil	Texaco Star Theatre	Wednesday 9:30-10:30 P.M. Eff. 11/23, Wednesday 9:00-10:00 P.M.	88	10/5/38-	Buchanan Co., N. Y.
Tidewater Associated Oil Co., San Francisco	Gas and Oil	Football Play-by-Play	Saturday, 2:00-4:30 P.M. PST Approx.	10*	9/24/38-11/26/38	Lord & Thomas, San Francisco
Tillamook County Creamery Assn., Tillamook, Ore.	Dairy Products	Dairy Maid	Thursday, 2:30-2:45 P.M. PST	2*	3/10/38-6/2/38	Botsford, Constantine & Gardner, San Francisco
Tillamook County Creamery Assn., Tillamook, Ore.	Dairy Products	Dairy Maid	Thursday, 1:45-2:00 P.M. PST	3*	9/22/38-	Botsford, Constantine & Gardner, San Francisco
U. S. Rubber Products, New York	Tires	Ben Bernie & All the Lads	Wednesday, 9:30-10:00 P.M. Eff 3/30 8:30-9:00 P.M.: 11:30-12:00 Mid	80	1/12/38-7/6/38	Campbell-Ewald Co. of New York, N. Y.
U. S. Tobacco Co., New York	Dill's Best & Model Tobacco	Pick and Pat in Pipe Smoking Time	Monday, 8:30-9:00 P.M. Rebr. 11:30-12:00 Mid	48	5/31/37-	Arthur Kudner, N. Y.
Vick Chemical Co., New York	Vaporub, Vatronol	Tony Wons	Mon., Wed., Fri., 10:30-10:45 A.M.	36	9/27/37-3/25/38	Morse International, N. Y
Vick Chemical Co., New York	Vaporub, Vatronol	Vick's Open House	Sunday, 7:00-7:30 P.M.	50	9/26/37-3/20/38	Morse International, N. Y.
Wilmington Transportation Co., Santa Catalina I.	Summer Resort	Catalina Islander	Mon.-Fri., 2:15-2:30 P.M. PST	4*	5/23/38-7/29/38	Neisser-Meyerhoff, Los Angeles
William Wrigley Jr. Co., Chicago	Chewing Gum	Poetic Melodies Eff 3/21 Just Entertainment	Mon.-Fri., 7:00-7:15 P.M. Rebr. 11:00-11:15 P.M.	50	11/8/37-7/1/38	Neisser-Meyerhoff, Chicago
William Wrigley Jr. Co., Chicago	Chewing Gum	Scattergood Baines	Mon.-Fri., 11:00-11:15 P.M.	5*	11/8/37-7/1/38	Neisser-Meyerhoff, Chicago
William Wrigley Jr. Co., Chicago	Chewing Gum	Scattergood Baines	Mon.-Fri., 11:15-11:30 A.M. Rebr. 3:30-3:45 P.M.	24	7/4/38-12/30/38	Neisser-Meyerhoff, Chicago
William Wrigley Jr. Co., Chicago	Chewing Gum	Double Everything	Sunday, 6:30-7:00 P.M.	62	12/26/37-3/20/38	Frances Hooper Adv., Chicago
William Wrigley Jr. Co., Chicago	Chewing Gum	Laugh Liner	Sunday, 6:30-7:00 P.M.	102	7/10/38-	Frances Hooper Adv., Chicago
Wyeth Chemical Co., Jersey City	Hill's Nose Drops	Romance of Helen Trent	Thurs., Fri., 12:30-12:45 P.M.	30	9/26/38-	Blackett- Sample-Hummert, N. Y.
Zenith Radio Corp., Chicago	Radios	Zenith Foundation	Sunday, 10:00-10:30 P.M.	48	12/5/37-3/27/38	J. Walter Thompson Co., Chicago

Advertisers Using California Radio System During 1938

Bordens Assn. Companies, San Francisco	Dairy	Last Minute News	8:30 A.M.; 12 Noon; 4:30 P.M.	8	540 times	McCann-Erickson, San Francisco
John Brown College, Long Beach, Cal.	Education	John Brown College	10:30-10:45 A.M.	3	30 times	Lisle Sheldon, Los Angeles
Clairol Inc., New York	Clairol	Let's Go Hollywood	8:30-9:00 P.M.	6	13 times	Wm. H. Rankin Co., N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Soap	Myrt & Marge	2:30-2:45 P.M.	6	130 times	Benton & Bowles, N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Soap	Hilltop House	3:15-3:30 P.M.	6	130 times	Benton & Bowles, N. Y.
General Mills, Minneapolis	Corn Kix	Grouch Club	9:00-9:30 P.M.	7	13 weeks	Blackett-Sample-Hummert, Chicago
General Mills, Minneapolis	Cereal, Flour	Hollywood in Person	11:15-11:30 A.M.	6	12 weeks	Russell M. Seeds Co., Chicago
Gospel Bcstg. Assn., Los Angeles	Religious	Gospel Broadcast	9:15-10:15 P.M.	4	52 weeks	Roy H. Alber Co., Los Angeles
Gruen Watch Co., Cincinnati	Watches	Academy Theatre	8:30-9:00 P.M.	6	13 weeks	....
E. Griffith Hughes Inc., New York	Kruschen Salts	Dr. Friendly	2:45-3:00 P.M.	6	26 weeks	Stack-Goble Adv. Agency, Chicago
J. Douglas Thompson, Oakland	Cosmetics	Health & Beauty Magazine	9:30-9:45 A.M.	5	13 weeks	Frank E. Cox, Oakland
Libby, McNeill & Libby, Chicago	Canned Food	Short Short Story	3:30-3:45 P.M.	5	26 weeks	J. Walter Thompson Co., Chicago
P. Lorillard Co., New York	Sensation Cigarettes	Don't You Believe It	8:15-8:30 P.M.	5	39 weeks	Lennen & Mitchell, N. Y.
Procter & Gamble Co., Cincinnati	Camay	Pepper Young's Family	4:15-4:30 P.M.	5	260 times	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Cincinnati	Dash	Road of Life	11:45-11:00 A.M.	5	260 times	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Cincinnati	Ivory Flakes	Mary Marlin	3:15-3:30 P.M.	5	260 times	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Soap	O'Neills	1:30-1:45 P.M.	5	260 times	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Crisco	Vic & Sade	1:45-2:00 P.M.	5	260 times	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Dreft	Kitty Keane	9:30-9:45 A.M.	5	260 times	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	Oxydol	Ma Perkins	4:00-4:15 P.M.	5	260 times	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	White Naphtha	Guiding Light	2:15-2:30 P.M.	5	260 times	Blackett-Sample-Hummert, Chicago
Progressive Optical Co., San Francisco	Optical Service	House of Vision	4:00-4:30 P.M.	4	13 weeks	Allied Adv. Agency, San Francisco
Reno Rodeo Assn., Reno, Nev.	Rodeo Publicity	Reno Rodeo	5:30-6:00 P.M	2	1 week	....
Tidewater Associated Oil Co., San Francisco	Oil Products	Associated Sportcast	2:00-4:00 P.M.	8	7 weeks	Lord & Thomas, San Francisco

Advertisers Using Mutual Network During 1938

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Admiracion Laboratories, Harrison, N. J.	Hair Tonic	Tim and Irene	Sunday, 6:30-7:00 P.M.	9	10/19/37-1/9/38	Charles Dallas Reach, Newark
Allis-Chalmers Mfg. Co., Milwaukee	Machinery	Renfro Barn Dance	Saturday, 10:00-10:30 P.M.	4	4/30/38-7/2/38 10/10/37-5/8/38	Russell M. Seeds Co., Chicago
American Bird Products, Chicago	Bird Food	American Radio Warblers	Sunday, 11:45-12:00 Noon	7	10/16/38-5/7/39	Weston-Barnett, Chicago
American Tobacco Co., New York	Lucky Strike	Buddy Clark & Orchestra	Mon., Wed., Fri., 6:45-7:00 P.M.	2	4/11/38-7/8/38	Lord & Thomas, N. Y.
Elizabeth Arden, New York	Cosmetics	Hour of Romance; Eddie Duchin's Orchestra	Tuesday, 10:00-10:30 P.M.	32	12/28/37-3/22/38	Cecil Warwick & Legler, N. Y.
Atchison, Topeka & Santa Fe R.R.,	Transportation	Walter Huston	Tuesday, 6:00-6:30 P.M.	53	One time only	Stack-Goble Adv. Agency, Chicago
Barbasol Co., Indianapolis	Barbasol Shaving Cream	Arthur Godfrey, Songs and Patter	Friday, 7:45-8:00 P.M.	38	10/29/37-1/21/38	Erwin, Wasey & Co., N. Y.
Bayuk Cigars, Philadelphia	Phillies Cigars	The Inside of Sports	Tues., & Thurs., 7:45-8:00 P.M.	18	6/14/38-12/24/38	Ivey & Ellington, Philadelphia
Bosco Co., New York	Chocolate Health Drink	The Rhyming Minstrel	Monday, 12:00-12:15 Noon	4	4/4/38-7/1/38	Kenyon & Eckhardt, N. Y.
Brown & Williamson Tobacco Corp., Louisville	Bugler Cigarettes	Plantation Party	Saturday, 10:00-10:30 P.M.	3	5/7/38-4/29/39	Russell M. Seeds, Chicago
Cortland Baking Co., Syracuse	Bread	Lone Ranger	Mon., Wed., Fri., 7:30-8:00 P.M.	2	10/11/37-10/6/39	Flack Adv. Agency, Syracuse
Cudahy Packing Co., Chicago	Old Dutch Cleanser	Bachelor's Children	Mon.-Fri., 11:15-11:30 A.M.	2	9/27/37-9/23/38	Roche, Williams & Cunnyngham, Chicago
Delaware, Lack., & Western Coal Co., New York	Blue Coal	The Shadow	Sunday, 5:30-6:00 P.M.	15	9/26/37-3/20/38 9/25/38-3/19/39	Ruthrauff & Ryan, N. Y.
E. Fougera & Co., New York	Vapex	Let's Play Games	Friday, 9:00-9:15 P.M.	3	11/5/38-4/1/38	Small & Seiffer, N. Y.
Gambarelli & Davitto, New York	Wines	Moonbeams	Friday, 9:30-10:00 P.M.	3	10/21/38-12/30/38	DeBiasi Adv. Agency, N. Y.
General Mills, Minneapolis	Wheaties	Get Thin to Music	Mon.-Sat., 9:30-9:45 A.M.	6	3/28/38-12/24/38	Blackett-Sample-Hummert, Chicago
General Mills, Minneapolis	Corn-Kix	Curtain Time	Friday, 10:00-10:30 P.M..	29	10/14/38-10/6/39	Blackett-Sample-Hummert, Chicago
General Shoe Corp., Nashville	Fortune Shoes	Famous Fortunes	Tuesday, 7:45-8:00 P.M.	10	2/8/38-5/3/38	Badger & Browning, Boston
B. F. Goodrich Co., Kansas City	Tires	Famous Jury Trials	Wednesday, 10:00-10:30 P.M.	6	10/26/38-1/18/39	Direct
Gospel Broadcasting Assn., Los Angeles	Evangelical Talks	Old Fashioned Revival	Sunday, 9:00-10:00 P.M.	87	1/3/37-12/25/38	R. H. Alber Co., Los Angeles
Gordon Baking Co., Chicago	Silver Cup Bread	Lone Ranger	Mon., Wed., Fri., 7:30-8:00 P.M.	3	11/28/34-9/22/39	Young & Rubicam, Detroit
Hecker Products Corp., New York	Hecker H-O	Hecker's Information Bureau	Mon.-Fri., 11:45-12:00 Noon	39	9/7/37-3/7/38	Erwin, Wasey & Co., N. Y.
Hecker Products Corp., New York	Silver Dust	Beatrice Fairfax	Tues.-Fri., 2:45-3:00 P.M.	34	8/31/37-2/25/38	Batten, Barton, Durstine & Osborn, N. Y.
Health Aids, New York	V-Bev. & Serutan	Lone Ranger—Green Hornet	Mon.-Fri., 7:30-8:00 P.M.	3	3/28/38-7/8/38	Franklin Bruck Adv. Corp., N. Y.
Humphreys Homeopathic Medicine Co., New York	Humphrey's Medicine	Martha and Hal	Sun., Wed., Fri., 11:15-11:30 A.M.	8	11/28/37-2/25/38	Biow Co., N. Y.
Ironized Yeast Co., New York	Ironized Yeast	Good-Will Hour	Sunday, 10:00-11:00 P.M.	54	1/23/38-10/15/39	Ruthrauff & Ryan, N. Y.
Jell-Well Dessert Co., Los Angeles	Dessert	Green Hornet	Tues. & Thurs., 11:30-12:00 P.M.	4	8/2/38-7/27/38	Lord & Thomas, Los Angeles
Journal of Living, New York	Journal of Living Magazine	Victor H. Lindlahr	Sunday, 10:30-11:00 A.M. Tues.-Thurs., 9:30-10:00 A.M.	5	1/25/37-7/28/38	Franklin Bruck Adv. Corp., N. Y.
Kellog Co., Battle Creek	Pep Cereal	Capt. Tim Healy's Stamp Club	Mon., Wed., Fri., 6:45-7:00 P.M.	2	9/12/38-9/8/39	N. W. Ayer & Son, Philadelphia
Kilpatrick Bakeries, San Francisco	Bread	Lone Ranger	Mon., Wed., Fri., 10:30-11:00 P.M.	2	3/2/38-3/1/39	Reinhardt Adv. Agency, Oakland, Calif.
Lambert Pharmacal Co., New York	Listerine Shaving Cream	True Detective Mysteries	Tuesday, 10:30-10:45 P.M.	5	3/22/38-3/14/39	Lambert & Feasley, N. Y.
Thomas Leeming Co., New York	Baume Bengne	Ed. Fitzgerald & Co.	Mon., Wed., Fri., 2:45-3:00 P.M.	2	10/17/38-3/17/39	Wm. Esty & Co., N. Y.
P. Lorillard Co., New York	Sensation Cigarettes	Don't You Believe It	Tues.-Thurs., 7:45-8:00 P.M.	21	7/26/38-7/21/39	Lennen & Mitchell, N. Y.
Loyal Order of Moose, Chicago	50th Anniversary Celebration	Anniversary Program	Thursday, 9:15-10:15 P.M.	2	One time only	L. W. Ramsey Co., Chicago
Lutheran Laymen's League, St. Louis	Religious Service	Lutheran Hour	Sunday, 1:00-1:30 P.M.	62	10/23/38-4/16/39	Kelly, Stuhlman & Zahrndt, St. Louis
MacFadden Publications, New York	True Story	Good-Will Hour	Sunday, 10:00-10:30 P.M.	3	7/25/37-1/16/38	Ruthrauff & Ryan, N. Y.
Maine Development Commission, Portland	State of Maine Potatoes, Food Products, Sea Foods.	The Girl From Maine	Thes., & Thurs., 2:45-3:00 P.M.	17	10/11/38-1/6/39	Brooke, Smith, French & Dorrance, N. Y.
Mennen Co., New York	Shaving Cream & Other Products	The People's Rally	Sunday 3:30-4:00 P.M.	10	10/16/38-10/8/39	H. M. Kieswetter, N. Y.
Moody Bible Institute, Chicago	Religious Talks	Let's Go Back to the Bible	Sunday, 2:00-2:30 P.M.	9	9/25/38-3/19/39	Critchfield & Co., Chicago.
Philip Morris, New York	Cigarettes	What's My Name	Friday, 8:00-8:30 P.M.	3	3/25/38-3/17/39	The Biow Co., N. Y.
Musterole Co. & E. W. Rose Co.	Musterole & Zemo	Carson Robinson & His Buckaroos	Mon., Wed., Fri., 1:15-1:30 P.M.	47	10/4/37-4/4/38	Erwin, Wasey & Co., N. Y.
Oakland Chemical Co., New York	Dioxygen Face Cream	Two on a Shoestring	Mon.-Fri., 2:00-2:15 P.M.	5	10/10/38-12/16/38	The Kleppner Co., Inc., N. Y.
R. B. Semler, New York	Kreml	Gabriel Heatter	Tuesday, 9:45-10:00 P.M.	2	10/4/38-9/26/39	Erwin, Wasey & Co., N. Y.
Slide Fasteners, Philadelphia	Talon Fasteners	James McCormack, tenor and Milton Kaye's Orchestra	Tues. & Thurs., 11:45-12:00 noon	2	5/12/38-7/21/38	J. Lynn Sumner Co. ,N. Y.
W. A. Sheaffer Pen Co., Ft. Madison, Ia.	Sheaffer Pens	Sheaffer Lifetime Revue	Monday, 8:00-8:15 P.M.	4	11/28/38-12/12/38	Russel M. Seeds Co., Chicago
Vadsco Sales Corp., New York	Quinlax Cold Tablets Mavis. Dier Kiss Cosmetics	Court of Human Relations	Sunday, 4:00-4:30 P.M.	8	1/9/38-7/3/38 10/9/38-4/9/39	Lawrence C. Gumbinner Adv. Agency, N. Y.
Varady of Vienna, Chicago	Varady of Vienna Cosmetics	Ted Weem's Orchestra	Sunday, 1:30-1:45 P.M.	10	2/20/38-3/27/38	Baggaley, Horton & Hoyt, Chicago

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Advertisers Using Mutual Network During 1938

(Continued from Page 267)

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Weco Products Co., New York	Dr. West's Tooth Paste & Tooth Brushes	Lone Ranger	Mon., Wed., Fri., 7:30-8:00 P.M.	3	10/31/38-10/27/39	Franklin Bruck Adv. Corp., N. Y.
Western Bakeries of America, Los Angeles	Bread	Lone Ranger	Mon., Wed., Fri., 10:30-11:00 P.M.	7	5/3/37-5/3/39	Scholtz Adv. Agcy., Los Angeles
Wheatena Corp., Rahway	Wheatena	Dad and Junior	Mon., Wed., Fri., 5:45-6:00 P.M.	12	9/16/38-3/15/39	Rohrabaugh & Gibson, Philadelphia
Wheeling Steel Corp., Wheeling	Cop-R-Loy Pipe, Steel Prod.	The Musical Steelmakers	Sunday, 5:00-5:30 P.M.	17	2/2/38-6/6/38 9/11/38-3/5/39	Critchfield & Co., Chicago
J. B. Williams Co., Glastonbury, Conn.	Shaving Cream	True or False	Monday, 10:00-10:30 P.M.	12	1/3/38-6/27/38	J. Walter Thompson Co., N. Y.
			COOPERATIVELY SPONSORED			
Local Sponsors	Various	Lone Ranger	Mon., Wed., Fri., 7:30-8:00 P.M.	3	Varying	Various
Local Sponsors	Various	Green Hornet	Tues. & Thurs., 8:00-8:30 P.M.	2	Varying	Various
Local Sponsors	Various	Famous Jury Trials	Wednesday, 10:00-10:30 P.M.	8	Varying	Various
Local Sponsors	Various	Lamplighter	Sunday, 12:30-12:45 P.M.	4	Varying	Various
Local Sponsors	Various	Headlines	Tues. & Thurs., 7:30-7:45 P.M.	[illegible]	4/26/38-6/9/38	Rocke Productions Inc., N. Y.
Local Sponsors	Various	Fulton Lewis, Jr.	Mon.-Fri., 7:00-7:15 P.M.	2	Varying	Various
Local Sponsors	Various	30 Min. in Hollywood	Sunday, 6:00-6:30 P.M.	30	10/10/37-7/3/38	Redfield-Johnstone, N. Y.
Local Sponsors	Various	Show of the Week	Sunday, 6:30-7:00 P.M.	38	9/25/38-3/19/39	Redfield-Johnstone, N. Y.

Advertisers Using Oklahoma Network During 1938

American Union Life Ins. Co., Tulsa, Okla.	Insurance	Announcements	Varied Schedule	7	26 weeks	Direct
John Brown University, Siloam Springs, Ark.	School	Cathedral of the Ozarks	Sunday, 8:00-9:00 A.M.	6	26 weeks	Direct
Brown Electric Co., Oklahoma City	Norge and Zenith	Announcements	Varied	6	18 weeks	Direct
Carter Medicine Co., New York	Carter's Little Liver Pills	Announcements	Varied Schedule	7	1 year	Street & Finney, N. Y.
Eucathol Co., Shawnee, Okla.	Eucathol	Four Collegians	Tues, Thurs., Sat., 12:45-1:00 P.M.	6	26 weeks	Direct
Farmers Union	Legislation	Announcements	Varied	6	1 week	Direct
Father Coughlin, Detroit	....	Father Coughlin	Sunday, 3:30-4:00 P.M.	6	13 weeks	Aircasters, Inc., Detroit
Fairbanks-Morse, Chicago	Refrigerators	Announcements	Varied	6	9 weeks	Ferry-Hanley Adv. Co., Kansas City
B. F. Goodrich Co., Akron	Goodrich Tires	Famous Jury Trials	Wednesday, 9:00-9:30 P.M.	6	13 weeks	Direct
Hardeman-King Co., Oklahoma City	Merit Feeds	Pop Wilson & Crossroads Store	Mon., Wed., Fri., 12:30-12:45 P.M.	6	13 weeks	Ray K. Glenn, Oklahoma City
Kellogg Sales Co., Battle Creek	Huskies	Announcements	Varied	6	2 weeks	Direct
Lutheran Laymen's League, St. Louis	Lutheran Church	Lutheran Hour	Sunday, 3:30-4:00 P.M.	7	26 weeks	Kelly, Stuhlman & Zahrndt, St. Louis
Lydia E. Pinkham Medicine Co., Lynn, Mass.	Compound	Voice of Experience	Mon., Wed., Fri., 12:45-1:00 P.M.	6	26 weeks	Erwin Wasey & Co., N. Y.
Oklahoma Gas & Electric Co., Oklahoma City	Public Utility	Thirty Minutes in Hollywood	5:00-5:30 P.M.	6	26 weeks	Redfield-Johnstone, N. Y.
Ralston Purina Co., St. Louis	Feeds	Checkerboard Time	Mon., Wed., Fri., 12:00-12:15 P.M.	7	39 weeks	Direct
Spurriers Inc., Oklahoma City	Radios	Announcements	Varied Schedule	7	10 weeks	Direct
Southwestern Brewing Corp., Oklahoma City	Old King Beer	Golden Glove Boxing	8:00-9.00 P.M.	6	5 weeks	Halsell-Humphrey, Oklahoma City
Vicks Chemical Co., New York	Vaporub	Announcements	Varied	6	18 weeks	Morse International, N. Y.
White Laboratories, New York	Feen-a-Mint	Announcements	Varied Schedule	7	13 weeks	William Esty & Co., N. Y.

Advertisers Using The Texas State Network During 1938

Bowen Motor Coaches, Dallas	Bus Travel	Elliott Roosevelt—Texas in the World News	Mon. & Fri., 5:45-6:00 P.M.	19	Dec. 9, '38-Dec. 9, '39	Direct
Duncan Coffee Co., Houston	Admiration Coffee	Show of the Week	Sunday, 5:30-6:00 P.M.	18	Sept. 25, '38-Mar. 19, '39	H. Wirt Steele, Houston
Electric Service Companies of Texas	Electrical Appliances	Fashions with Gail Northe	Mon., Wed., Fri., 9:00-9:15 A.M.	22	Sept. 16, '38-Dec. 12, '38	Direct
General Mills, Minneapolis	Wheaties	Sports Roundup	Mon.-Thurs., 5:45-6:00 P.M. Friday, 7:00-8:00 P.M.	21 18	Sept. 26, '38-Dec. 2, '38	Knox-Reeves, Minneapolis
Gospel Broadcasting Assn., Los Angeles	Evangelical Talks	Old Fashioned Revial Hour	Sunday, 8:00-9:00 P.M.	17	Oct. 2, '38-Dec. 25, '38	Direct
Ironized Yeast Co., Atlanta	Ironized Yeast	Good-Will Hour	Sunday, 9:30-10:00 P.M.	18	Oct. 23, '38-Oct. 15, '39	Ruthrauff & Ryan, N. Y.
McGaugh Hosiery Co., Dallas	Hosiery	50 Word Spot Announcements	Sunday, 1:00 P.M.	23	Sept. 18, '38-Sept. 10, '39	Rogers & Smith, Dallas
Pancrust Plato Co., Houston	Crustene Shortening	Our Children	Tues. & Fri., 9:15-9:30 A.M.	23	Sept. 27, '38-Mar. 24, '39	Wilhelm-Conway-Wilson, San Antonio

Advertisers Using the Don Lee Network During 1938

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
American Pop Corn Co., Sioux City, Ia.	Jolly Time Pop Corn	Jolly Time	Sunday, 4:30-4:35 P.M. Sunday, 1:25-1:30 P.M.	12 14	Dec. '37-Feb. '38 Nov. '38-Jan. '39	Coolidge Adv. Co., Des Moines
Elizabeth Arden Cosmetics, New York	Cosmetics	Hour of Romance	Tuesday, 7:00-7:30 P.M.	25	13 weeks	Cecil, Warwick & Legler, N. Y.
Tidewater Associated Oil Co., San Francisco, Cal.	Associated Oil Products	Football Games	2:00-4:30 P.M. Approx. 2:00-5:00 P.M. Approx.	P.C. ex. KGA Selected	1 17	Lord & Thomas, San Francisco
Bank of America Nat'l Trust & Savings Assn., San Francisco	Banking	House of Melody	Sunday, 7:00-7:30 P.M.	Cal. Don Lee ex. KGDM	26 weeks	Charles P. Stuart, San Francisco
Bathasweet Corp., New York	Bathasweet	News	Mon., Wed., Fri., 7:45-8:00 A.M.	7	156	H. M. Kiesewetter Adv. Agency, N. Y.
Bayuk Cigars, Philadelphia	Phillies Cigars	Inside of Sports	Tues., Thurs., Sat., 7:15-7:30 P.M.	4	6/14/38-9/10/38 9/13/38-12/24/38	Ivey & Ellington, Philadelphia
Boston Food Products Co., Boston	Prudence Hash	Feminine Fancies	Tuesday, 3:20-3:30 P.M.	Cal. network	13 weeks	Ferry-Hanly Co., N. Y.
Brown & Williamson Tobacco Co., Louisville	Avalon Cigarettes	Sports Bullseyes	Tues., Thurs., Sat., 6:30-6:45 P.M.	25	87	BBDO, N. Y.
Dr. W. B. Caldwell, Monticello, Ill.	Dr. Caldwell's Syrup Pepsin	Monticello Party Line	Mon.-Fri., 10:00-10:15 A.M.	24	129	Cramer-Krasselt Co., Milwaukee
California Fruit Growers Exchange, Los Angeles	Sunkist	Happy Homes	Mon., Wed., Fri., 9:00-9:05 A.M.	3	24	Lord & Thomas, Los Angeles
Chevrolet Motor Co., Los Angeles	Chevrolet	Chevrolet's Fiesta de les Serronos Rise and Shine	Wednesday, 7:30-8:30 A.M.	So. Cal.	June 2, 1938 only	Campbell-Ewald Co., Los Angeles
Chevrolet Motor Co., Detroit	Chevrolet	Musical Moments	Tuesday on KHJ & KFRC Thursday on balance 8:45-9:00 P.M.	P. C. ex. KGA Cal. ex. KGDM	6/2-8/25; 3/31-5/26; 3/8-3/24;1/18-3/8; 12/7-3/8; 10/13-11/17	Campbell-Ewald Co., Detroit
Crowell Pub. Co., New York	Women's Home Companion	Carolyn Pryce	Fridays, 8:45-9:00 A.M. Friday, 9:00-9:15 A.M.	Cal.	52	McCann-Erickson Co., N. Y.
Gaffers & Sattler, Los Angeles	Stoves	Thirty Minutes in Hollywood	Sunday, 3:00-3:15 P.M.	11	17 weeks	J. H. Withington Co., Los Angeles
General Foods, New York	La France and Satina	House Undivided	Mon.-Fri., 11:15-11:30 A.M.	12	39 weeks	Young & Rubicam, Hollywood
General Mills, San Francisco	Wheaties	Jack Armstrong, the All-American Boy	Mon.-Fri., 6:00-6:15 P.M.	11	150	Westco Adv. Agency, San Francisco
General Mills, San Francisco	Sperry Flour	Feminine Fancies	Friday, 3:00-3:10 P.M.	P. C. ex. KGA	1	Westco Adv. Agency, San Francisco
General Motors Acceptance Corp., New York	Automobile Finance	Views of the News	6:45-7:00 P.M. Daily	Cal.	13 weeks	Campbell-Ewald Co., N. Y.
General Shoe Corp., Nashville	Shoes	Famous Fortunes	Tuesday, 8:15-8:30 P.M.	Cal.	13 weeks	Badger & Browning, N. Y.
Golden State Co., San Francisco	Milk	Feminine Fancies	3:20-3:30 P.M.	Cal. ex. KIEM, KGH & KXO	5	N. W. Ayer & Son, San Francisco
Golden State Co., San Francisco	Milk	Feminine Fancies	3:20-3:30 P.M.	Cal. ex. KIEM, KGH & KXO	4	N. W. Ayer & Son, San Francisco
Golden State Co., San Francisco	Milk	Feminine Fancies	3:20-3:30 P.M.	Cal. ex. KIEM, KGH & KXO	4	N. W. Ayer & Son, San Francisco
Golden State Co., San Francisco	Milk	Feminine Fancies	3:20-3:30 P.M.	Cal. Tex. KIEM, KGH & KXO	4	N. W. Ayer & Son, San Francisco
Gordon Allen, Ltd., Oakland, Cal.	Par Soap	I've Got Your Number	3:30-3:45 P.M.	Cal.	5	Tomascke-Elliott, Oakland
Gospel Broadcasting Assn., Los Angeles	Religion	Old Fashioned Revival	7:30-8:30 P.M. 6:00-7:00 P.M.	20 Complete dlbs. inc. Spokane Pacific Coast dlbs.	39 52 52 52	R. H. Alber Co., Los Angeles
General Mills, Minneapolis	Corn Kix	Curtain Time	7:00-7:30 P.M.	Complete Coast	52	Blackett-Sample-Hummert, Chicago
General Mills, Minneapolis	Wheaties	Jack Armstrong, the All-American Boy	6:00-6:15 P.M.	Cal.	155	Westco Adv. Co., San Francisco
Hartz Mountain Prod., New York	Canaries	Feminine Fancies	3:00-3:10 P.M.	Cal.-Don Lee	2/15/37-2/1/38	Ernest Davids, N. Y.
Hartz Mountain Prod., New York	Canaries	Feminine Fancies	3:00-3:10 P.M.	Pacific Coast	13	George Hartman Adv. Agency, N.Y.
Hecker Products Co., New York	Hecker H-O	Hecker's Information Bureau	9:30-9:45 A.M	24	130	Erwin, Wasey & Co., N. Y.
Hecker Products Co., New York	Hecker Silver Dust	Beatrice Fairfax	11:45-12:00 M.	24	13	BBDO, Hollywood
Institute of Applied Science, Chicago	Crime Detection	Don Wilkie	Thursday, 8:30-8:45 P.M. Monday, 9:15-9:30 P.M.	Complete	3	Matteson-Fogarty-Jordan, Chicago
Interstate Bakeries Corp., Los Angeles	Weber's Bread	Lone Ranger	Mon., Wed., Fri., 7:30-8:00 P.M.	13	1937-1939	Scholtz Adv. Corp., Los Angeles
Ironized Yeast Co., New York	Ironized Yeast	Good Will Hour	Sunday, 7:00-8:00 P.M.	Complete	4/24/38-4/16/39	Ruthrauff & Ryan, N. Y.
Jell-Well Dessert Co., Los Angeles	Gelatine Desserts	Green Hornet	Tues. & Thurs., 7:30-8:00 P.M.	4	138	Lord & Thomas, Hollywood
Johnson, Carvell & Murphy, Los Angeles	Kellog Ant Paste	News	Tues., Thurs., Sat., 7:45-8:00 A.M.	Complete Cal.	12	W. A. Ingoldsby, Los Angeles
Kellogg Co., Battle Creek	Dry Cereals	Howie King	Mon.-Fri., 6:45-7:00 P.M. Mon.-Fri., 6:45-7:00 P.M. Mon.-Thurs., 6:45-7:00 P M.	Complete	5 30 96	J. Walter Thompson Co., Los Angeles
P. Lorillard Co., New York	Sensation Cigarettes	Don't You Believe It	Tuesday. & Thurs., 8:15-8:30 P.M.	Complete	104 26	Lennen and Mitchell, N. Y.
Langendorf United Bakeries, San Francisco	Bread & Bakery Products	Phantom Pilot	Mon.-Fri., 6:15-6:30 P.M.	Cal. & Wash.	210	Young & Rubicam, Hollywood
Los Angeles Brewing Co., Los Angeles	Beer	Today's Top Tune	Tues., Thurs., Sat., 9:15-9:20 P.M.	3	39	Lockwood-Shackelford Adv., Los Angeles

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Advertisers Using the Don Lee Network During 1938

(Continued from Page 269)

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Los Angeles Soap Co., Los Angeles	Soap Products	News	Tues., Thurs., Sat., Participation 7:45-8:00 A.M.	Cal.-Don Lee	30	Barnes-Chase Co., Los Angeles
Lutheran Laymen's League, New York	Religion	Lutheran Layman's League	Sunday, 1:30-2:00 P.M.	Complete	1937-1939	Kelly, Stuhlman & Zahrndt, St. Louis
McKesson-Robbins, Los Angeles	Drug Supplies	Secrets of Success Success Doctor	Sunday, 10:30-10:45 A.M. Sunday, 10:30-10:45 A.M.	10 6	8 13	General Adv. Agency, Los Angeles
Mennen Co., Newark	Shaving Supplies	Trans Radio News	Tues., Thurs., Sat., 7:45-8:00 A.M.	7	54	H. M. Kiesewetter Adv. Co,. N.Y.
Dr. Miles Co. of Cal., Los Angeles	Alka-Seltzer	Newspaper of the Air	Daily, 9:00-9:15 P.M.	21	1936-1938	Associated Adv. Agency, Los Angeles
Olds Motor Works, Lansing	Automobiles	Glen Gray and His Casa Loma Orchestra	Monday, 7:00-7:15 P.M.	Cal.	13	D. P. Brother & Co., Detroit
Pacific Greyhound Bus Lines, San Francisco	Bus Service	Romance of the Highways	Sunday, 10:15-10:30 A.M.	16	1/9/38-8/27/39	Beaumont & Hohman, San Francisco
Parker Dental System Co., San Francisco	Chain Dentists	The Phillistine	Mon., Wed., Fri., 1:30-1:45 P.M. Tues. & Thurs., 8:00-8:15 P.M Tues. & Thurs., 8:00-8:15 P.M.	11 Cal. 5	156 7 104	Emil Brisacher & Staff, San Francisco
Pierce School of Practical Nursing, Los Angeles	School	News	Tuesday, 7:45-8:00 A.M. Participation	Cal.	8/9/38-11/17/38	Faraon Jay Moss & Associates, Los Angeles
Lydia E. Pinkham, New York	Vegetable Compound	Voice of Experience	Mon., Wed., Fri., 10:45-11:00 A.M.	Coast ex. KVEC	12/27/37-12/23/38	Erwin, Wasey & Co., N. Y.
Joe Lowe Corp., San Francisco	Popsicles	Popeye	Mon., Wed., Fri., 6:00-6:15 P.M.	Complete	39	Blackett-Sample-Hummert, Chicago
Quaker Oats Co., New York	Quaker Oats	Dick Tracy	Mon.-Fri., 5:30-5:45 P.M.	5	155	Fletcher & Ellis, N. Y.
Roma Wine Co., Lodi, Cal.	Wines	Toast of the Town	Friday, 9:15-9:45 P.M.	5	16	James Houlihan, San Francisco
San Pedro Fish Exchange, San Pedro	Fresh Fish	Thirty Minutes in Hollywood	Sunday, 3:00-3:30 P.M.	2	6	Dana Jones Col., Los Angeles
Seven-Up Bottling Co., Los Angeles	Seven-Up	The Marines Tell It To You	Monday, 8:00-8:30 P.M.	3	Nov. '37-Feb. 6, 1939	Glasser Adv. Agency, Los Angeles
Sterling Products Co., Wheeling	Syrup of Figs	Young Widder Jones	Mon.-Fri., 10:30-10:45 A.M.	11	150	Thompson-Koch Co., Cincinnati
Swift & Co., Chicago	All-Sweet	Femine Fancies	Wed. & Fri., 3:20-3:30 P.M.	17	26	J. Walter Thompson Co., Chicago
Vadsco Sales Corp., New York	Mavis Talcum	Court of Human Relations	Sunday, 5:00-5:30 P.M.	8	1/9/38-7/3/38	Albert M. Ross, N. Y.
Wander Co., Chicago	Ovaltine	Little Orphan Annie	Mon.-Fri., 5:45-6:00 P.M.	8 15	85 195	Blackett-Sample-Hummert, Chicago
Wasey Products Co., New York	Musterole and Zemo	Carson Robinson and His Buckaroos	Mon., Wed., Fri., 10:15-10:30 A.M.	Complete	78	Erwin, Wasey & Co., N. Y.
Wasey Products Co., New York	Barbasol	Vocalist and Nat Brusiloff's Orchestra	Friday, 8:15-8:30	Complete	13	Erwin, Wasey & Co., N. Y.
Wheeling Steel Corp., Wheeling	Steel Products	Its Wheeling Time The Musical Steelmakers	Sunday, 2:00-2:30 P.M. Sunday, 2:00-2:30 P.M.	Complete Cal.	26 17	Critchfield & Co., Chicago
Wheatena Corp., Rahway, N. J.	Wheatena	Dad and Junior	Mon., Wed., Fri., 6:30-6:45 P.M.	2	78	Rohrabaugh & Gibson, Philadelphia
White Laboratories, New York	Feen-a-mint	News	12:00-12:15 News Participation	8	65	William Esty & Co., N. Y.
J. B. Williams Co., Glastonbury, Conn.	Shaving Cream	True or False	Monday, 7:00-7:30 P.M.	4	15	J. Walter Thompson Co., N. Y.
Williams S. L. K. Laboratories, Los Angeles	Rux Compound	Dobbsie's Happy Times	Tues. & Thurs., 8:00-8:30 A.M.	Complete Cal.	27	General Adv. Agency, Los Angeles
Yellow Cab Co., Los Angeles	Taxi Service	Famous Jury Trials	Wednesday, 7:00-7:30 P.M.	2	26	Rufus Rhoades Agency, Los Angeles
Rev. Zoller, Detroit	Political	Reverend Zoller	Sunday, 8:30-9:00 A.M.	Complete	8	Aircasters, Detroit

Advertisers Using Corn Belt Wireless Group During 1938

(Using stations carrying direct rebroadcasts of WHO, Des Moines)

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Crescent Cracker & Macaroni Co., Davenport	Macaroni	Crescent Hour of Music	Sunday 9:30-10:00 A.M. December 25, 1938	2	January 2, 1938-	Direct
General Mills, Minneapolis	Wheaties	Baseball Time	Daily 4:15-5:00 P.M.	2	April 24, 1938-September 24, 1938	Knox-Reeves, Minneapolis
General Mills, Minneapolis	Gold Medal, Bisquick	Hymns of All Churches; Betty & Bob	Mon.-Fri., 11:30-12:00 Noon	2	January 1, 1938-September 23, 1938	Blackett-Sample-Hummert, Chicago
General Mills, Minneapolis	Corn Kix	Those Happy Gilmans	Mon.-Fri., 8:30-8:45 A.M.	2	June 6, 1938-May 29, 1939	Blackett-Sample-Hummert, Chicago
General Mills, Minneapolis	Gold Medal	Caroline's Golden Store	Mon.-Fri., 11:15-11:30 A.M.	2	August 15, 1938-February 10, 1939	Blackett-Sample-Hummert, Chicago
Hoxie Fruit Co., Des Moines	Fruit	Hoxie Fruit Reporter	Mon.-Sat., 8:15-8:30 A.M.	2	August 1, 1938-April 29, 1939	Direct
Paxton & Gallagher, Omaha	Coffee	Coffee Pot Inn	Mon.-Sat., 8:00-8:15 A.M.	6	April 11, 1938-April 8, 1939	Buchanan-Thomas Adv. Co., Omaha
Omar Mills, Omaha	Flour	Mother Randall's Melodies	Mon-Sat., 7:00-7:15 A.M.	2	August 15, 1938-May 29, 1939	J. Walter Thompson Co., Chicago
Skinner Mfg. Co., Omaha	Raisin Bran	Rare Bits of News	Mon.-Sat., 7:45 8:00 A.M.	2	June 13, 1938-September 23, 1938	H. W. Kastor & Sons Adv. Co., Chicago

Advertisers Using the Yankee Network During 1938

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Association of Pacific Fisheries, San Francisco	Canned Salmon	Gretchen McMullen Hour	Tues. & Thurs., 2:30-2:45 P.M.	2	2/8/38-4/21/38	J. Walter Thompson Co., San Francisco
Atlantic Refining Co., Philadelphia	Atlantic Gas & Oil	Football Games—Yale Home Games	Saturday, 1:45-4:30 P.M.	11	10/1/38-11/26/38	N. W. Ayer & Son, N. Y.
Bakers Extract Co., Springfield, Mass.	Extracts	Gretchen McMullen Hour	Thursday, 2:30-2:45 P.M.	2	12/30/38-3/24/38	Wm. B. Remington Inc., Springfield, Mass.
			Thursday, 2:30-2:45 P.M.	2	3/31/38-6/30/38	
			Thursday, 2:45-3:00 P.M.	2	9/15/38-10/27/38	
Bayuk Cigars, Philadelphia	Phillies Cigars	Inside of Sports	Mon., Wed., Fri., 6:45-7:00 P.M.	5	6/15/38-9/9/38	McKee, Albright & Ivey, Philadelphia
			Mon., Wed., Fri., 7:30-7:45 P.M.	4	9/12/38-12/23/38	
Bosco Co., New York	Bosco	Majorie Mills Hour	Mon., Wed., Fri., 1:30-2:00 P.M.	7	1/3/38-4/22/38	Kenyon & Eckhardt, N. Y.
Boston American, Boston	Syndicate Story	When a Cabot Loves a Kelly	Sunday, 6:00-6:15 P.M.	3	1/9/38-	Direct
Boston American, Boston	Newspaper	Sheila Barrett	Sunday, 6:00-6:15 P.M.	3	1/16/38-	Direct
Boston Food Products, Boston	Prudence Products	Majorie Mills Hour	Mon., Wed., Fri., 1:30-2:00 P.M.	7	1/3/38-3/25/38	Ferry, Hanley Co., N. Y.
Boston Molasses Co., Boston	Molasses	Gretchen McMullen Hour	Thursday, 2:45-3:00 P.M.	2	9/30/37-3/24/38	Franklin P. Shumway Co., Boston
			Tuesday, 2:45-3:00 P.M.	2	10/4/38-12/27/38	
Broadcast Advertising, Boston	Food Products	Majorie Mills Hour	Mon., Wed., Fri., 1:30-2:00 P.M.	7	4/6/37-9/9/38	Direct
			Thursday, 1:30-2:00 P.M.	7	10/6/38-3/30/39	
			Mon., Wed., Fri., 1:30-2:00 P.M.	7	9/12/38-9/8/39	
Brown & Williamson Tobacco Co., Louisville	Avalon Cigarettes	Fred Hoey Sports Roundup	Tues., Thurs., Sat., 6:15-6:30 P.M.	7	1/4/38-4/2/38	BBDO, N. Y.
			Tues., Thurs., Sat., 6:15-6:30 P.M.	7	4/5/38-4/16/38	
			Tues., Thurs., Sat., 6:15-6:30 P.M.	14	4/19/38-9/27/38	
Cary Maple Sugar Co., St. Johnsburg, Vt.	Highland Maple Sugar	Majorie Mills Hour	Mon., Wed., Fri., 1:30-2:00 P.M.	7	10/17/38-12/30/38	Charles W. Hoyt Co., N. Y.
Chamberlain & Co., Boston	Leadership Hams	Gretchen McMullen Hour	Thursday, 2:30-2:45 P.M.	2	4/7/38-6/30/38	Callaway Associates, Boston
					7/7/38-9/29/38	
Canada Dry Ginger Ale Co., New York	Ginger Ale & Sparkling Water	News Participation	Mon., Wed., Fri., 6:00 P.M.	12	10/25/37-2/14/38	J. M. Mathes, N. Y.
Cranberry Canners, South Hanson, Mass.	Ocean Spray Cranberry Sauce	Lets Think It Over with John Stanley	Mon.-Fri., 6:30-6:45 P.M.	5	5/2/38-12/9/38	Harry M. Frost Co., Boston
Cosmos Chemical Co., Boston	Odorless Deodorent Sanovan	Gretchen McMullen Hour	Monday, 9:15-9:30 A.M.	14	10/4/37-2/7/38	BBDO, N. Y.
Curtice Brothers Co., Rochester	Blue Label Ketchup and Tomato Juice	Majorie Mills Hour	Mon., Wed., Fri., 1:30-2:00 P.M.	7	1/10/38-6/24/38	N. W. Ayer & Son, N. Y.
	Blue Label Ketchup and Tomato Juice	Majorie Mills Hour	Mon., Wed., Fri., 1:30-2:00 P.M.	7	9/12/38-12/16/38	
R. B. Davis Co., Hoboken, N. J.	Davis Baking Powder	Gretchen McMullen Hour	Wed. & Fri., 9:15-9:30 A.M.	14	10/18/37-4/15/38	Charles W. Hoyt Co., N. Y.
	Davis Baking Powder	Gretchen McMullen Hour	Tues. & Thurs., 9:30-9:45 A.M.	16	10/4/38-3/30/39	
Deerfoot Farms Co., Southborough, Mass.	Sausage & Bacon	Majorie Mills Hour	Mon., Wed., Fri., 1:30-2:00 P.M.	7	10/31/38-12/31/38	Badger & Browning, Boston, Mass.
R. V. Delapenha & Co., New York	Hartley's Marmalade	Gretchen McMullen Hour	Tues. & Thurs., 2:30-2:45 P.M.	2	9/6/38-12/1/38	Gotham Adv. Agency, N. Y.
Delaware, Lackawanna & Western Coal Co., New York	Blue Coal	The Shadow	Sunday, 4:00-4:30 P.M.	4	9/26/37-3/20/38	Ruthrauff & Ryan, N. Y.
		The Shadow	Sunday, 4:30-5:00 P.M.	6	9/25/38-3/19/39	
Derby Foods, Chicago	Derby Food Products	Majorie Mills Hour	Mon., Wed., Fri., 1:30-2:00 P.M.	7	1/3/38-3/28/38	Stack-Goble Adv. Agcy., Chicago
Durkee-Mower Co., Lynn, Mass.	Marshmallow Fluff	The Flufferettes	Sunday, 6:45-7:00 P.M.	6	10/24/37-3/27/38	Harry M. Frost Co., Boston, Mass.
		The Flufferettes	Sunday, 6:45-7:00 P.M.	6	10/9/38-4/2/39	
		Gretchen McMullen Hour	Friday, 9:15-9:30 A.M.	16	4/8/38-10/21/38	
Dutchland Farms, Brockton, Mass.	Dutchland Stores	Majorie Mills Hour	Mon., Wed., Fri., 1:30-2:00 P.M.	7	6/6/38-9/9/38	Ingalls, Advertising, Boston
Emerson Drug Co., Baltimore	Bromo-Seltzer	Colonel Stoopnagle	Sunday, 6: 5-7:00 P.M.	14	4/3/38-6/26/38	J. Walter Thompson Co., N. Y.
Ex-Lax, Inc., Brooklyn	Ex-Lax	News Participation	Mon. & Fri., 8:00-8:15 A.M.	17	9/12/38-12/30/38	Joseph Katz Co., N. Y.
		News Participation	Sun.-Fri., 1:00-1:15 P.M.	16	9/12/38-12/25/38	
		News Participation	Tues. & Thurs., 11:00-11:15 P.M.	13	9/15/38-12/29/38	
First National Stores, Somerville, Mass.	Food Products	First National Food News	Mon.-Sat., 9:30-9:45 A.M.	7	9/27/37-6/29/38	Badger & Browning, Boston
			Tues.-Sat., 9:15-9:30 A.M.	5	9/27/38-6/24/39	
Fleischman's Yeast Co., New York	Yeast Cakes	Getting the Most Out of Life	Mon -Fri., 12:00-12:15 P.M.	10	12/27/37-5/27/38	J. Walter Thompson Co., N. Y.
J. B. Ford Co., Wyandotte, Mich.	Wyandotte	Majorie Mills Hour	Mon., Wed., Fri., 1:30-2:00 P.M.	7	3/24/38-12/16/38	N. W. Ayer & Son., N.Y.
Friend Bros. Co., Melrose, Mass.	Friend's Products	Majorie Mills Hour	Mon., Wed., Fri., 1:30-2:00 P.M.	7	1/3/38-12/31/38	Ingalls, Advertising, Boston
General Foods Corp., New York	Jello-Mix	Majorie Mills Hour	Mon., Wed., Fri., 1:30-2:00 P.M.	7	5/9/38-8/5/38	Young & Rubicam, N. Y.
Gillette Safety Razor Co., Boston	Razor Blades	News Participation	Sun.-Fri., 8:00 A.M. & 11:00 P.M.	12	1/2/38-3/20/38	Maxon Inc., Detroit
			Mon., Wed., Fri., 6:00 P.M.	14	3/21/38-4/1/38	
			Mon., Wed., Fri., 6:00 P.M.	14	4/4/38-7/1/38	
			Mon., Wed., Fri., 6:00 P.M.	14	7/4/38-9/30/38	
			Tues., Wed., Fri., 6:00 P.M.	14	10/4/38-10/7/38	
			Mon., Wed., Fri., 6:00 P.M.	14	10/10/38-10/28/38	
			Mon., Wed., Fri., 6:00 P.M.	16	10/31/38-12/30/38	
Good Luck Food Co., Rochester, N. Y.	Good Luck Desserts	Majorie Mills Hour	Mon., Wed., Fri., 1:30-2:00 P.M.	7	1/3/38-6/3/38	Hughes, Wolff & Co., Rochester, N. Y.
			Mon., Wed., Fri., 1:30-2:00 P.M.	7	9/12/38-12/10/38	
Gulf Oil Corp., Pittsburgh, Pa.	Gulfspray	Majorie Mills Hour	Mon., Wed., Fri., 1:30-2:00 P.M.	7	5/16/38-9/2/38	Young & Rubicam, N. Y.
James Hanley Co., Providence	Hanley's Ale	Fred Hoey Sports Roundup	Mon., Wed., Fri., 6:15-6:30 P.M.	8	6/6/38-10/3/38	Harold Cabot Co., Boston
Heckers Products Corp., New York	Silver Dust	Advice to the Lovelorn—Beatrice Fairfax	Tues., Wed., Thurs., Fri., 2:15-2:30 P.M.	4	9/28/37-1/14/38	BBDO, Boston
Heckers H-O Co., New York	Presto Flour	Majorie Mills Hour	Mon., Wed., Fri., 1:30-2:00 P.M.	7	1/3/38-12/31/38	Erwin Wasey & Co., N. Y.
Humphreys-Homeo Medicine, New York	Witch Hazel Ointment	Martha & Hal	Sun., Wed., Fri.,	2	11/28/37-2/25/38	Atherton & Currier, N. Y.
Journal of Living Corp., New York	Serotan	Headlines in Health	Sun., Tues., Thurs., 8:30-9:00 A.M.	2	9/16/37-6/30/38	Franklin Bruck Adv. Agency, N. Y.
Kellogg Co., Battle Creek	All-Bran	Gretchen McMullen Hour	Tues. & Thurs., 2:45-3:00 P.M.	2	9/13/38-12/8/38	Kenyon & Eckhardt, N. Y.
Kellogg Co., Battle Creek, Mich.	Kellogg's Cereal	Bill Cunningham	Friday, 7:30-7:45 P.M.	11	1/7/38-4/15/38	N. W. Ayer & Son, Philadelphia

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Advertisers Using the Yankee Network During 1938

(Continued from page 271)

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Knox Gelatin Co., Johnstown, N. Y.	Knox Gelatine	Majorie Mills Hour	Mon. Wed., Fri., 1:30-2:00 A.M.	7	4/25/38-7/1/38 9/12/38-12/9/38	Kenyon & Eckhardt, N. Y.
Knox Gelatin Co., Johnstown, N. Y.	Knox Gelatine	Gretchen McMullen Hour	Wed. & Fri., 9:15-9:30 A.M.	14	10/27/37-1/21/38 1/26/38-4/22/38	Kenyon & Eckhardt, N. Y.
Krueger Brewing Co., Newark	Krueger's Cream Ale	Krueger News Reporter	Tues. & Thurs., 7:30-7:45 P.M.	9	3/22/38-6/18/38	Young & Rubicam, N. Y.
Krueger Brewing Co., Newark	Krueger's Cream Ale	Krueger News Reporter	Tues. & Thurs., 7:30-7:45 P.M.	9	6/21/38-9/15/38	Young & Rubicam, N. Y.
Lamont, Corliss & Co., New York	Nestle's Cocoa	Majorie Mills Hour	Mon., Wed., Fri., 1:30-2:00 P.M.	7	10/3/38-12/31/38	Cecil, Warwick & Legler, N. Y.
LaTouraine Coffee Co., Boston	LaTouraine Coffee	Majorie Mills Hour	Mon., Wed., Fri., 1:30-2:00 P.M.	7	9/5/38-12/2/38	Ingalls Advertising Agency, Boston
Lindsay Ripe Olive Co., Lindsay, Cal.	Lindsay Ripe Olives	Gretchen McMullen Hour	Wed. & Fri., 9:15-9:30 A.M.	15	2/26/38-7/22/38	Lord & Thomas, N. Y.
Lindsay Ripe Olive Co., Lindsay, Cal.	Lindsay Ripe Olives	Majorie Mills Hour	Mon., Wed., Fri., 1:30-2:00 P.M.	7	1/3/38-1/21/38	Lord & Thomas, N. Y.
Loose Wiles Biscuit Co., Boston	Sunshine Biscuits	Sunshine News Reporter	Tues. & Thurs., 7:30-7:45 P.M.	10	10/4/38-12/29/38	Newell, Emmett Co., N. Y.
Lutheran Laymen's League, St. Louis	Religious Program	Religious Program	Sunday, 4:30-5:00 P.M.	2	10/27/37-4/17/38	Kelly, Stuhlman & Zahrndt, St. Louis
P. Lorillard Co., New York	Sensation Cigarettes	Don't You Believe It	Thursday, 7:45-8:00 P.M.	12	7/28/38-7/21/39	Lennen & Mitchell, N. Y.
P. Lorillard Co., New York	Sensation Cigarettes	Don't You Believe It	Tuesday, 7:45-8:00 P.M.	4	7/26/38-11/8/38	Lennen & Mitchell, N. Y.
McKesson & Robbins, Bridgeport	Calox Tooth Powder	Joyce Jordan Girl Interne	Mon.-Fri., 1:15-1:30 P.M.	2	6/28/37-1/28/38	Brown & Tarcher, N. Y.
McKesson & Robbins, Bridgeport	Calox Tooth Powder	Joyce Jordan Girl Interne	Mon.-Fri., 1:15-1:30 P.M.	2	2/1/38-5/27/38	Brown & Tarcher, N. Y.
Melville Shoe Corp., New York	Thom McAn Shoes	Fred Lang Views the News	Mon.-Sat., 7:15-7:30 A.M.	2	9/6/38-9/4/39	Neff-Rogow, N. Y.
Narragansett Brewing Co., Providence, R. I.	Narragansett Ale Co.	News Participations	Tues., Thurs., Sat., 6:00 P.M.	17	9/1/38-9/29/38 10/1/38-12/31/38	Arthur Braitsch, Providence, R. I.
Narragansett Racing Assn., Pawtucket	Race Track	Turf Highlights with Babe Rubenstein	Tues. & Fri., 10:45-11:00 P.M.	7	7/31/38-9/9/38	Chambers & Wiswell, Boston
New England Pretzel Co.	O-Ke-Doke	Majorie Mills Hour	Mon., Wed., Fri., 1:30-2:00 P.M.	7	8/19/38-12/31/38	J. Walter Thompson Co., N. Y.
Penick & Ford, New York	Brer Rabbit Molasses	Majorie Mills Hour	Mon., Wed., Fri., 1:30-2:00 P.M.	7	1/3/38-3/16/38 9/12/38-12/31/38	J. Walter Thompson Co., N. Y.
Penn Tobacco Co., Wilkes-Barre	Kentucky Club Tobacco	News Participation	Tue., Thur., Fri., 11:00 P.M.	12	12/28/37-2/18/38	Ruthrauff & Ryan, N. Y.
Olney & Carpenter Co., Boston	O and C Sticks	Majorie Mills Hour	Mon., Wed., Fri., 1:30-2:00 P.M.	7	8/29/38-11/25/38	Direct
OXO, Ltd., Boston	OXO Cubes	Majorie Mills Hour	Mon., Wed., Fri., 1:30-2:00 P.M.	7	1/24/38-4/22/38	A. McKim, Ltd., Montreal
T. O. Richardson Co., Philadelphia	U-All-No Mints	Majorie Mills Hour	Mon., Wed., Fri., 1:30-2:00 P.M.	7	1/1/38-12/31/38	N. W. Ayer & Son., Philadelphia
Reliable Flour Co., Boston	Reliable Flour	Gretchen McMullen Hour	Tuesday, 2:30-2:45 P.M. Friday, 9:15-9:30 A.M. Friday, 9:15-9:30 A.M. Thursday, 2:30-2:45 P.M.	2 15 15 2	4/19/38-6/28/38 5/6/38-6/24/38 7/1/38-7/22/38 10/6/38-11/24/38	Direct
Scott Paper Co., Chester, Pa.	Scot Towels	Majorie Mills Hour	Mon., Wed., Fri., 1:30-2:00 P.M.	7	1/3/38-7/1/38	J. Walter Thompson Co., N. Y.
D. & L. Slade Co., Boston	Food Products	Gretchen McMullen Hour	Tuesday, 2:30-2:45 P.M.	2	5/3/38-6/27/38 9/13/38-10/11/38	H. B. LeQuatte, N. Y.
Smith Brothers Co., Poughkeepsie New York	Cough Drops	News Participations	Wed. & Fri., 8:00 A.M. Tues., Thur. Sun., 6:00 A.M. Sun., Mon., Wed. Fri., 6:00 P.M. Tues., Wed. Thurs., 8:00 A.M.	13 12 17 17	11/17/38-3/25/38 11/16/38-3/27/38 11/14/38-3/26/39 11/15/38-3/23/39	Brown & Tarcher, N.Y.
Santa Fe Railroad System, Chicago	Passenger Service	Tribute to New Santa Fe	Tuesday, 6:30-7:00 P.M.	10	2/22/38-	Stack Goble AA., Chicago
State of Maine Com., Portland	Maine Potatoes	The Girl from Maine	Tues. & Thurs., 2:45-3:00 P.M.	5	10/11/38-4/6/39	Broadcast Advertising, Boston
Swift & Co., Chicago	Allsweet Margarine	Majorie Mills Hour	Mon., Wed., Fri., 1:30-2:00 P.M.	7	1/3/38-12/31/38	J. Walter Thompson Co., Chicago
Joseph Tetley & Co., New York	Tetley Tea	Majorie Mills Hour	Mon., Wed., Fri., 1:30-2:00 P.M.	7	1/3/38-12/31/38	Broadcast Adv., Boston
Tidewater Associated Oil Co., New York	Tydol-Veedol	News Participation	Mon.-Sat., 6:00 P.M.	14	1/1/38-12/3/38	Lennen & Mitchell, N. Y.
United Fruit Co., New York	Melo Ripe Bananas	Majorie Mills Hour	Mon., Wed., Fri., 1:30-2:00 P.M.	7	1/3/38-7/1/38	BBDO., N. Y.
Waitt & Bond, Newark	Blackstone Cigars	Eddie Casey	Tues., Thurs., Sat., 6:15-6:30 P.M.	7	9/29/38-9/26/39	BBDO., N. Y.
Welch Grape Juice Co., Westfield, New York	Welch Products	Majorie Mills Hour	Mon., Wed., Fri., 1:30-2:00 P.M.	7	2/14/38-12/31/38	H. W. Kastor & Sons., Chicago
Wheatena Corp., Rahway, N. J.	Wheatena	Majorie Mills Hour	Mon., Wed., Fri., 1:30-2:00 P.M.	7	9/4/38-12/31/38	Rohrabaugh & Gibson, Philadelphia
Wilbert Products Corp, New York	No Rub Wax	Majorie Mills Hour	Mon., Wed., Fri., 1:30-2:00 P.M.	7	3/28/38-10/28/38	W. I. Tracy, N. Y.
Wilson & Co., Chicago	Wilson Ham	Majorie Mills Hour	Mon., Wed., Fri., 1:30-2:00 P.M.	7	1/3/38-2/11/38	U. S. Adv.Co., Chicago.

Advertisers Using Central States Broadcasting System During 1938

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Dr. W. B. Caldwell Inc., Monticello, Ill.	Syrup Pepsin	Monticello Party Line	Daytime	2	September 22, 1939	Cramer-Krasselt Co., Milwaukee
B. F. Goodrich Rubber Co., Omaha, Neb.	Goodrich Tires	Cornhusker Parade	Daytime	2	November 24, 1938	Direct
Guarantee Mutual Life Insurance Co., Omaha	Life Insurance	1938 Nebraska Football Games	Daytime	3	November 24, 1938	Buchanan-Thomas Adv. Co., Omaha

Advertisers Using The Colonial Network During 1938

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Barbasol Co., Indianapolis	Barbasol	Variety Show	Friday, 8:00-8:15 P.M.	3	10/29/37-1/21/38	Erwin, Wasey & Co., N. Y.
Book Theatre Assn., Boston	New Books	Book Theatre of the Air	Saturday, 5:45-6:00 P.M. Saturday, 5:45-6:00 P.M. Saturday, 5:45-6:00 P.M.	2	9/24/38-10/1/38 10/8/38- 10/15/38-12/31/38	Louis Glaser, Boston
Rev. Charles E. Coughlin, Royal Oak, Mich.	Religious	Father Coughlin	Sunday, 4:00-4:30 P.M. Sunday, 4:00-4:30 P.M. Thursday, 10:00-10:30 P.M. Sunday, 4:00-5:00 P.M.	12 13 12 16	1/9/38-4/3/38 4/10/38-4/17/38 3/31/38- 11/6/38-10/29/39	Aircasters, Detroit
Franciscan Fathers, Garrison, N. Y.	Religious	St. Anthony Hour	Sunday, 4:00-4:30 P.M. Sunday, 3:00-3:30 P.M.	5	9/12/37-9/4/38 9/11/38-9/3/39	Donald Peterson, N. Y.
Gospel Broadcasting Assn., Los Angeles	Religious	Dr. Charles A. Fuller	Sunday, 9:00-10:00 P.M.	3	10/23/38-12/25/38	R. H. Alber, Los Angeles
Heckers H-O Division, New York	Heckers H-O Oats	Myra Kingsley and Jean Paul King	Mon. Fri., 11:45-12:00 A.M.	8	9/7/37-3/7/38	Erwin, Wasey & Co., N. Y.
Ironized Yeast Co., Atlanta	Ironized Yeast	Original Good Will Hour	Sunday, 10:00-10:30 P.M.	3	4/24/38-4/16/39	Ruthrauff & Ryan, N. Y.
Kellogg Co., Battle Creek, Mich.	Cereals	Baseball Games	Mon.-Sat., 3:00-5:00 P.M.	14	4/20/38-10/1/38	N. W. Ayer & Son, N. Y.
La Rosa Company, New York	Spaghetti	Italian Program, String Music	Daily, 12:30-1:00 P.M.	3	9/12/37-9/11/38 9/12/38-9/11/38	Commercial Radio Service, N. Y.
Larus & Brothers Co., Richmond, Va.	Domino Cigarettes Edgeworth Tobacco	Hockey Games	Tuesday, 9:45-11:00 P.M. Sunday, 9:45-11:00 P.M.	10	11/8/38-3/14/39 11/6/38-3/19/39	Cecil, Warwick & Legler, N. Y.
Lutheran Hour, New York	Religious	Religious	Sunday, 5:30-6:00 P.M. Sunday, 1:00-1:30 P.M.	2 4	6/19/38- 10/23/38-4/16/39	Kelly, Stuhlman & Zahrndt, St. Louis
Modern Packing Co., Brooklyn	Balboa Oil	On Wings of Melody	Sunday, 1:00-1:30 P.M.	2	9/19/37-9/11/38 9/18/38-9/10/39	Commercial Radio Service, N. Y.
Musterole Co., Cleveland	Musterole & Zemo	Carson Robinson & Buckaroos	Mon., Wed., Fri., 1:15-1:30 P.M.	4	10/4/37-4/8/38	Erwin, Wasey & Co., N. Y.
Lydia Pinkham Medicine Co., Lynn, Mass.	Lydia Pinkham's Compound	The Voice of Experience	Mon.-Fri., 1:45-2:00 P.M.	4	12/27/37-3/25/38	Erwin, Wasey & Co., N. Y.
Lydia Pinkham Medicine Co.,	Lydia Pinkham's Compound	The Voice of Experience Your Hollywood News Girl	Mon., Wed., Fri., 1:45-2:00 P.M.	4	3/28/38-12/26/38	Erwin, Wasey & Co., N. Y.
Rosary Hour, Buffalo	Religious	Father Justin	Sunday, 5:00-6:00 P.M.	5	11/7/37-1/9/38 1/16/38-5/1/38 11/6/38-4/30/39	Direct
Socony Vacuum Oil Co., New York	Mobil Gas & Mobil Oil	Baseball Games	Mon.-Sat., 3:00-5:00 P.M.	14	4/20/38-10/1/38	J. Stirling Getchell, N. Y.
Vocational Service, Boston	Air Conditioning, Diesel & Aircraft	Here Comes the Band	15 min. Program between Doubleheader B. B. Games	3	7/13/38-7 25/38	H. L. Moore Co., Boston
Weco Products Co., Chicago	Dr. West's Tooth Powder and Brushes	The Lone Ranger	Mon., Wed., Fri., 7:30-8:00 P.M.	2	10/31/38-10/27/39	Franklin Bruck Adv. Corp., N. Y.
Wheatena Corp., Rahway, N. J.	Wheatena Cereal	Dad and Junior	Mon., Wed., Fri., 5:45-6:00 P.M.	5	9/16/38-3/15/39	Rohrabaugh & Gibson, Philadelphia

Advertisers Using The Arizona Network During 1938

Associated Oil Co., San Francisco	Gas & Oil	Football Games	Saturday afternoon, 3:00-5:00 (Approx.)	2	9/24/38-11/24/38	Lord & Thomas, San Francisco
Bulova Watch Co., New York	Watches (Wrist)	Time Signals	Evenings	3	1/1/38-12/31/38	Biow Co., N. Y.
Chevrolet Motor Co., Detroit	Chevrolets	Musical Moments	Friday, 6:30-6:45 P.M.	3	10/14/38-11/18/38	Campbell-Ewald Co., Detroit
Durkee's Famous Foods, Berkeley, Cal.	Food Products	My Secret Ambition	Sunday, 8:30-9:00 P.M.	2	12/26/37-7/1/38	Federal Adv. Agency, N. Y.
Gordon-Allen Ltd., Oakland	Par Soap	Enquiring Reporter	Mon., Wed., Fri., 12:45-1:00	2	1/5/38-4/22/38	Direct
Guaranty Union Life Ins. Co., Los Angeles	Insurance	Spot Announcements	....	2	10/24/38-10/30/38 only	Stodel Adv. Co., Los Angeles
Gospel Broadcasting Assn., Los Angeles	Religion	Old Fashioned Revival Hour	Sunday, 6:00-7:00 P.M.	2	11/6/38-4/30/39	R. H. Alber & Co., Los Angeles
Kellogg Sales Co., Battle Creek	Corn Flakes	Howie Wing	Mon.-Fri., 7:00-7:15	3	6/27/38-9/23/38	J. Walter Thompson Co., San Francisco
Longines-Wittnauer Co., New York	Watches & Scientific Instruments	Announcements	Evenings	2	7/13/38-	Arthur Rosenberg Co., N. Y.
J. W. Lorentzen & Co., Phoenix	Comet Rice	Comet Rice Potpourri	Tues. & Thurs., 9:30-9:45 A.M.	2	9/20/38-12/30/38	Freitag Adv. Agcy., Atlanta
Procter & Gamble Co., Cincinnati	Dreft	Kitty Keene, Inc.	Mon.-Fri., 10:30-10:45 A.M.	3	1/3/38-12/30/38	Direct
Procter & Gamble Co., Cincinnati	Oxydol	Ma Perkins	Mon.-Fri., 9:45-10:00 A.M.	3	1/3/38-12/30/38	Direct
Procter & Gamble Co., Cincinnati	Crisco	Vic & Sade	Mon., Wed., Fri., 10:00-10:15A.M.	3	8/22/38-8/18/39	Direct
Ralston Purina Co., Phoenix dealer	Purina Chow & Layena	Checkerboard Time	Mon., Wed., Fri., 12:15-12:30 P.M.	4	9/12/38-3/10/39	Gardner Adv. Co., St. Louis
Refrigeration & Air Conditioning Inst., Chicago	Industrial Training	Modern Miracles	Monday, 9:55 P.M.; Wednesday, 9:00 A.M.	3	8/3/38-	James R. Lunke, Chicago
Seventh Day Adventists, Phoenix	Religion	Voice of Prophecy	Sunday, 10:00-10:30 A.M.	3	8/7/38-11/27/38	Lisle Sheldon Adv. Agcy., Los Angeles
Stokely Bros. & Co., Indianapolis	Stokely-VanCamp Products	Charlie Chan	Mon.-Fri., 5:45-6:00 P.M.	3	11/8/37-5/6/38	Raymond R. Morgan, Los Angeles
Texas Co., Phoenix	Texaco	Circle Service Boys	Tuesday, 8:00-8:15 P.M.	..	9/6/38-11/29/38	....
Watchtower Bible & Tract Society, Brooklyn	Religion	Judge Rutherford	Sunday, 12:00-1:00 P.M.	3	Sept. 11, 1938 only	Acorn Agency, N. Y.
White Laboratories, New York	Feen-a-mint	One Minute Announcement	Mon., Wed., Fri., 10:15 A.M.; Tues. & Thurs., 10:00 A.M.	4	9/12/38-12/9/38	Wm. Esty & Co., N. Y.
Wesson Oil & Snowdrift Sales Co., New Orleans	Blue Plate Mayonnaise	Partic. on Mixing Bowl	Tues., Thurs., Fri., 11:15-11:30 A.M.	3	8/19/38-11/17/38	Fitzgerald Adv. Agcy., New Orleans
Wilmington Transportation Co., Phoenix	....	....	Mon. & Fri., 3:15-3:30	2	5/23/38-7/1/38	....
Wm. Wrigley Jr. Co., Chicago	Chewing Gum	Spots	Mon.-Fri., 1:30 P.M. preceding Scattergood Baines	2	10/31/38-11/22/38	Neisser-Meyerhoff, Chicago

Advertisers Using The Texas Quality Network During 1938

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Allis Chalmers Mfg. Co., Milwaukee	Tractors	Sunrise Serenaders	6:45-7:00 A.M.	2	7/22/38-10/27/38	Bert S. Gittins Adv., Milwaukee
Associated Funeral Directors Burial Insurance Co., Waco	Burial Insurance	Bel Canto Quartet	Sunday, 2:30-2:45 P.M.	3	3/6/38-4/24/38	Direct
Belem Co., Houston	Hair Tonic	Bruce Layer	6:45-7:00 P.M.	3	9/30/38-1939	Giezendanner-Gilliam & Co., Houston
Bewley Mills, Ft. Worth	Bewley's Best Flour	Chuck Wagon Gang	Mon.-Fri., 1:00-1:15 P.M. Sunday, 9:00-9:15 A.M.	3	9/11/34-1939	Cy Leland
Burrus Mill & Elev. Co., Ft. Forth	Light Crust Flour	Light Crust Doughboys	Mon.-Fri., 12:30-12:45 P.M.	3	9/11/34-1939	Rowland Broiles, Ft. Worth
Chevrolet Motor Co., Detroit	Chevrolet Motor Cars	Chevroliers	Sunday, 5:30-6:00 P.M.	3	10/2/38-12/25/38	Tracy-Locke-Dawson, Dallas
Crazy Water Co., Mineral Wells, Tex.	Crazy Crystals	Jack Amlung's Orchestra	Mon.-Fri., 12:45-1:00 P.M.	3 2	9/11/34-4/29/38 5/2/38-1939	Rogers & Smith Adv. Agcy., Dallas
Domestic Allotment League	Domestic Allotment Plan	J. M. Travis	Sunday, 2:15-2:30 P.M.	3	11/6/38-	Direct
Duncan Coffee Co., Houston	Duncan Coffee	Ebenezer Choir	Sunday, 8:00-8:30 A.M.	3	9/11/38-1939	Steele Adv., Houston, Tex.
Employers Casualty Ins. Co., Dallas	Casualty Insurance	The Music Parade	Sunday, 3:00-3:15 P.M.	3	2/10/35-1939	Ira De Jernett Adv., Dallas
The Frito Co., San Antonio	Fritos	Frito Rhumba Kings	Sunday, 2:15-2:30 P.M.	3	8/1/37-10/23/38	Erle Racey Adv. Agcy., Dallas
Folsom Co., Ft. Worth	Cirklair Heaters	Bel Canto Quartet	Sunday, 3:15-3:30 P.M.	3	9/25/38-1939	Harry McMains Adv., Dallas
Gulf Oil Corp., Houston	Gulfspray & No-Nox Ethyl	Rambling Cowboys	Tues., Fri., 8:00-8:15 A.M.	3	4/27/37-4/1/38	Young & Rubicam, N. Y.
Hawk & Buck Co., Ft. Worth	Work Clothing	The Red Hawks	Saturday, 12:45-1:00 P.M.	3	1/4/36-1939	P. J. Beyette Jr., Adv., Ft. Worth
Humble Oil & Rfg. Co., Houston	Humble Products	Football Games	Saturday Afternoons 10/3/36-12/5/36 9/25/37-12/4/37 9/24/38-12/3/38	3	10/5/35-12/7/35	Franke-Wilkinson-Schwietz, Houston
Interstate Cotton Oil Refg. Co., Sherman	Mrs. Tucker's Shortening	Mrs. Tucker's Smile	Mon., Wed., Fri., 12:15-12:30 P.M.	3 2	4/2/37-3/30/38 4/1/38-5/30/38	Creek Adv. Agcy., Dallas
Imperial Sugar Co., Sugarland	Imperial Sugar	Rhythm Rally Melody Souveniers Songs to Remember	Mon., Wed., Fri., 8:45-9:00 A.M.	3	10/1/37-1939	Tracy-Locke-Dawson, Dallas
Kellogg Co., Battle Creek, Mich.	Kellogg Cereals	Riding with Rangers	Mon., Wed., Fri., 5:30-5:45 P.M.	3	7/1/35-4/1/38	N. W. Ayer & Son, N. Y.
Lehn & Fink Products Co., New York	Hinds' Honey & Almond Cream	Helen's Home	Mon.-Fri., 8:30-8:45 A.M.	3	8/16/37-7/1/38 10/3/38-1939	Wm. Esty & Co., N. Y.
Lewis-Howe Co., St. Louis	Tums	Rural Mail	Saturday, 6:45-7:00 P.M.	3	5/6/38-7/29/38 9/30/38-1939	H. W. Kaster & Sons, Chicago
Peter Molyneaux Co., Dallas	Texas Weekly	American Liberal	Friday, 7:45-8:00 P.M.	3	3/1/36-5/27/38	Direct
W. Lee O'Daniels Co., Ft. Worth	Hillbilly Flour	W. Lee O'Daniels and Hillbillies	Saturday, 12:45-1:00 P.M.	3	8/18/35-1939	Albert Evans & Le May Adv., Ft. Worth
Dr. Pepper Co., Dallas	Dr. Pepper Beverage	Pepper Uppers	Sunday, 5:30-6:00 P.M.	3	4/7/35-9/25/38	Tracy-Locke-Dawson, Dallas
Texas Textile Mills, Dallas	Work Clothes & Fabrics	Texas Mill Wheels	Tues., Thurs., Sat., 8:00-8:15 A.M. Saturday, 6:45-7:00 A.M.	3	7/2/38-8/9/38 8/13/38-1939	Direct
Universal Mills, Ft. Worth	Gold Chain	Universal Cowboy	Tues., Thurs., Sat., 6:15-6:30 A.M. Tues. & Thurs., 6:15-6:30 A.M. Tues. & Thurs., 6:45-7:00 A.M.	3	9/13/37-10/4/38 10/4/38-10/27/38 11/1/38-1939	Albert Evans & Le May Adv., Ft. Worth

Advertisers Using Inter-City Broadcasting System During 1938

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agenc/ & City
American Bible Conference Ass'n., New York	Religious	Rev. Donald Gray Barnhouse	Sunday 4:30-5:00 P.M.	2	Oct. 30, 1938-April 23, 1939	Direct
Dentists Supply Co., New York	Health	The Dentists Says	Tues., Thurs., 11:00-11:15 A.M.	2	Jan. 18, 1938-April 28, 1938 Sept. 20, 1938-April 27, 1939	Direct
Ironized Yeast Co., Atlanta	Ironized Yeast Tablets	Original Good Will Hour	Sunday, 10:00-11:00 P.M.	10	Jan. 23, 1938-July 12, 1942	Ruthrauff & Ryan, N. Y.
Modern Living Health Institute, New York	Serutan and Other Health Foods	Dr. E. Parrish	Mon., Wed., Fri., 9:15-9:30 A.M.	3	May 2, 1938-June 3, 1938	C. H. Hood & Co., N. Y.
Man O'War Pub. Co.	Turf Weekly	Turf Club	Mon.-Sat., 6:15-6:30 P.M.	2	July 18, 1938-Sept. 12, 1938	Metropolitan Adv. Co., N. Y.
North American Accident Insurance Co., New York	Insurance	Five Star Final	Mon.-Fri., 7:15-7:30 P.M. Sunday, 9:00-9:30 P.M.	10	June 19, 1938-July 8, 1938	Franklin Bruck Adv. Corp., N. Y.
Pleasant Valley Wine Co., Rheims, N. Y.	Great Western Wine	Football Resume	Saturday, 2:00-2:15 P.M.: 4:30-4:45 P.M.	3	Oct. 22, 1938-Nov. 19, 1938	Swafford & Koehl, N. Y.
River Bank Canning Co., River Bank, Cal.	Tomato Paste	Zeke Manners Party	Mon., Wed., Fri., 10:30-10:45 A.M.	3	Jan. 9, 1938-Apr. 3, 1938 Apr. 13, 1938-June 1, 1938	Klinger Adv. Corp., N. Y.
Roma Wine Co., Lodi, Cal.	La Boheme Wine	News—Garnett Marks	Mon.-Sat., 10:45:11-00 P.M. Sunday, 11:30-11:45 P.M.	2	Oct. 9, 1938-Jan. 21, 1939	Direct
St. Christopher's Inn, New York	Religious	Ave Maria Hour	Sunday 6:30-7-00 P.M.	6	52 Weeks	Direct
Seedol Co., Long Island City, N. Y.	Kelpamalt	Five Star Final	Mon.-Fri., 7:15-7:30 P.M. Sunday, 9:00-9:30 P.M.	3	April-May, 1938, 4 weeks	Grady & Wagner, N. Y.
Young Peoples' Church of the Air, New York	Religious	Dr. Percy Crawford	Sunday, 5:00-6:00 P.M.	3	52 weeks	Direct

EDUCATIONAL AND RELIGIOUS STATIONS IN UNITED STATES AND CANADA

College, Church and Publicly Owned Stations

Asterisk (*) Indicates time is sold commercially.

EDUCATIONAL INSTITUTIONS

*WAPI, Birmingham, Ala. — Owned by University of Alabama, Alabama Polytechnic Institute and Alabama College; leased to WAPI Broadcasting Corp. Director: Thad Holt.

WBAA, West Lafayette, Ind. — Purdue University. Program Director: Gilbert D. Williams.

WCAD, Canton, N. Y.—St. Lawrence University; under lease option to *Watertown* (N. Y.) *Times*, to be moved to Watertown and operated commercially. Director: Harold K. Bergman.

WCAL, Northfield, Minn. — St. Olaf College. Director: M. C. Jensen.

WCAT, Rapid City, S. D. — South Dakota State School of Mines. Director: C. M. Rowe.

*WESG, Elmira, N. Y.—Licensed to Cornell University, Ithaca, N. Y. Operated under lease to *Elmira Star-Gazette.* Director: Dale Taylor.

*WEW, St. Louis, Mo.—St. Louis University. Director: Rev. W. A. Burk, S.J.

*WGST, Atlanta, Ga. — Licensed to Georgia School of Technology; operated commercially under lease. Director: W. H. Summerville.

WHA, Madison, Wis.—University of Wisconsin. Director: H. B. McCarty.

*WHAZ, Troy, N. Y. — Rensselaer Polytechnic Institute. Director: W. J. Williams.

WILL, Urbana, Ill. — University of Illinois. Director: Joseph F. Wright.

WKAR, East Lansing, Mich.—Michigan State College. Director: Robert J. Coleman.

*WHBY and WTAQ, Green Bay, Wis.—St. Norbert's College. Director: Father James A. Wagner.

WLB, Minneapolis, Minn. — University of Minnesota. Program Director: Burton Paula.

WLBL, Stevens Point, Wis.—Regents, University of Wisconsin, Madison.. Director: F. R. Calvert.

WNAD, Norman, Okla. — University of Oklahoma. Director: Homer Heck.

WOI, Ames, Ia.—Iowa State College of Agriculture & Mechanic Arts. Director: W. I. Griffith.

WOSU, Columbus, O. — Ohio State University. Director: R. C. Higgy.

*WRUF, Gainesville, Fla.—University of Florida. Director: Garland Powell.

WSAJ, Grove City, Pa.—Grove City College. Acting Director: H. W. Harmon.

WSUI, Iowa City, Ia.—University of Iowa. Director: Carl Menzer.

WSVS, Buffalo, N. Y.—Seneca Vocational High School.

WTAW, College Station, Tex.—Agricultural & Mechanical College of Texas. Director: F. C. Bolton.

*WWL, New Orleans, La. — Loyola University. Director: Vincent F. Callahan.

KBPS, Portland, Ore.—Benson Polytechnic School. Director: William Allingham.

KFDY, Brookings, S. D. — South Dakota State College. Director: S. W. Jones.

*KFJM, Grand Forks, N. D. — University of North Dakota. Director: D. LeMasurier.

KFKU, Lawrence, Kan. — University of Kansas. Director: H. G. Ingham.

KOAC, Corvallis, Ore.—Oregon State System of Higher Education (State Agricultural College, operator). Director: Luke L. Roberts.

*KPAC, Port Arthur, Tex. — Port Arthur College. Director: Glenn Hewitt.

KSAC, Manhattan, Kan. — Kansas State College of Agriculture & Applied Sciences.

KUSD, Vermillion, S. D.—University of South Dakota. Director: R. E. Rawlins Jr.

*KUOA, Siloam Springs, Ark.—John Brown University. Director: Storm Whaley.

KWLC, Decorah, Ia. — Luther College. Director: Dr. W. L. Strunk.

KWSC, Pullman, Wash. — Washington State College. Director: Kenneth E. Yeend.

CANADIAN

*CFRC, Kingston, Ont. — Queen's University. Director: James Annand.

CKIC, Wolfville, N. S.—Acadia University.

CKUA, Edmonton, Alta.—University of Alberta.

RELIGIOUS INSTITUTIONS

WAWZ, Zaraphath, N. J.—Pillar of Fire. Director: Ray B. White.

WBBL, Richmond, Va.—Grace Covenant Presbyterian Church. Director: M. A. Sitton.

WBBR, Brooklyn, N. Y. — Peoples Pulpit Association.

*WBNO, New Orleans, La.—Coliseum Place Baptist Church. Director: Edward R. Musso.

WMBI, Chicago, Ill. — Moody Bible Institute. Director: Henry C. Crowell.

WMPC, Lapeer, Mich. — First Methodist Protestant Church. Director: F. S. Hemingway.

KFGQ, Boone, Ia. — Boone Biblical College. Director: Lois Crawford.

KFSG, Los Angeles, Cal.—Echo Park Evangelical Association. (Aimie Semple McPherson.)

KFUO, St. Louis, Mo. — Evangelical Lutheran Synod of Missouri, Ohio and Other States. Director: H. H. Hohenstein.

KPOF, Denver, Colo.—Pillar of Fire. Director: Arthur K. White.

KPPC, Pasadena, Cal. — Pasadena Presbyterian Church. Director: David Black.

*KSL, Salt Lake City — Licensed to Radio Service Corp. of Utah, controlling interest in which is owned by Latter Day Saints (Mormon) Church. Director: Earl J. Glade.

KTW, Seattle, Wash. — First Presbyterian Church. Director: M. A. Matthews.

MUNICIPAL AND STATE STATIONS

*WCAM, Camden, N. J. — City of Camden. Operated under lease-of-time arrangement by Mack Radio Sales, 5 Hudson St., Camden. Director: F. S. Caperoom.

*WJAX, Jacksonville, Fla.—City of Jacksonville, Director: Thomas C. Imeson.

WNYC, New York City—City of New York. Director: M. S. Novik.

*WPG, Atlantic City, N. J.—City of Atlantic City. Director: Norman Reed. (Under option to be sold to Arde Bulova, and combined with WBIL, New York.)

*WRR, Dallas, Tex.—City of Dallas. Director: John Thorwald.

*WSUN, St. Petersburg, Fla. — St. Petersburg Chamber of Commerce. Director: Harold H. Meyer.

*KTHS, Hot Springs, Ark. — Hot Springs Chamber of Commerce. Director: S. A. Cisler.

SHORT WAVE EDUCATIONAL STATIONS

WBOE, Cleveland, O. — Cleveland City Board of Education; 500 watts on 41500 kc.

WCNY, Brooklyn, N. Y.—Board of Education, City of Brooklyn; 500 watts on 41100 kc.

Advertisers Using The Z-Bar Broadcasting System During 1938

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Bulova Watch Co., New York	Bulova Watches	Announcements	8:00 P.M. daily	2	....	Biow Co., N. Y.
Carter Medicine Co., New York	Carter's Liver Pills	Announcements	Varied	2	....	Street & Finney, N. Y.
Chevrolet Motor Co., Detroit	Chevrolet Cars	Musical Moments	8:30-8:45 Tuesdays	2	....	Campbell-Ewald Co., Detroit
Eddy's Bakery, Helena, Mont.	Eddy's Bread	Lone Ranger	7:00-7:30 P.M., Tues.-Wed.-Fri.	2	....	Direct
Ironized Yeast Co., Atlanta	Ironized Yeast	Variety, Drama	8:25 P.M. Mon.; 7:55 P.M. Wed.; 7:30 P.M. Fri.	2	....	Ruthrauff & Ryan, N. Y.
Montana Flour Mills, Great Falls, Mont.	Flour	Announcements	Varied Times	2	....	L. W. Wendt Co., Great Falls, Mont.
Par Soap Co., Oakland, Cal.	Soap	Variety	10:00-10:15 A.M., Mon.-Fri.	2	....	Direct
Sweet Candy Co., Salt Lake City	Candy	Spot Announcements	Varied	2	....	L. S. Gillham Co., Salt Lake City
Sego Milk Co., Salt Lake City	Canned Milk	Sego Milky Way	10:15-10:30 A.M., Tues & Thurs.	2	....	L. S. Gillham Co., Salt Lake City
Texas Co., Los Angeles	Gasoline & Oil	Texaco News	Mon.-Sat., 12:30-12:45 P.M.; 6:00-6:15 P.M. Sunday, 9:00-9:15 P.M.	2	....	Buchanan & Co., Los Angeles
Union Pacific Railroad Co., Omaha	Train Service	Announcements; Strange as It Seems	Varied; 2:15-2:30 P.M. Sundays	2	....	Caples Co., Chicago
Utilities Engineering Co., Chicago	School	Variety	7:45-8:00 P.M.	2	....	First United Broadcasters, Chicago
Western Auto Supply Co., Los Angeles	Auto Supplies	Musical Varieties	5:45-6:00 P.M., Mon. & Thurs.	2	....	Dan B. Miner Co., Los Angeles
Lever Bros., Cambridge, Mass.	Spry	Spot Announcements	Varied Times	2	....	Ruthrauff & Ryan, N. Y.
Montana Power Co., Butte, Mont.	Utility	Montana Powerettes	8:00-8:30 Mon. & Fri.	2	....	Direct

Directory of 1938

NATIONAL AND REGIONAL RADIO ADVERTISERS

And Their Agencies

n. Network programs
sp. Local studio programs

rn. Regional network programs
t. Transcriptions

ta. Transcription announcements
sa. Local studio announcements

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A

A & O Co., New Bern, N. C. (proprietary). Agency: J. Carson Brantley Adv. Agency, Salisbury, N. C. *sa*

ACME FEEDS, Forest Park, Ill. (hog feed). Agency: Shepard Adv. Agency, Chicago. *sa*

ACME WHITE LEAD & COLOR WORKS, Detroit (paint). Agencies: Henri, Hurst & McDonald, Chicago. (Automotive division only) Holden, Graham & Clark, Detroit. *n rn sa t*

ADAM HAT STORES, New York (chain hat stores). Agency: Glicksman Adv. Co., N. Y. *sp n*

ADMIRACION LABORATORIES, Harrison, N. J. (hair tonic). Agency: Charles Dallas Reach, Newark. *n*

AEOLIAN AMERICAN Corp., New York (pianos). Agency: Brown & Tarcher, N. Y. *sa*

AFFILIATED PRODUCTS, Chicago (Kissproof, Louis Phillippe, Edna Wallace Hopper, cosmetics). Agencies: Blackett-Sample-Hummert, Inc., Chicago; Monroe F. Dreher, Newark (Kissproof, Outdoor Girl). *n sp t*

AIRTEMP Co., Dayton (Chrysler air-conditioning subsid.). Agency: J. Stirling Getchell, N. Y. *sa*

AKRON LAMP & MFG. Co., Akron. (Diamond irons). Agency: Guenther-Bradford, Chicago. *sp sa*

ALAMO LUMBER Co., San Antonio. Agency: Coulter, Mueller, Grinstead & Winers, San Antonio.

ALASKA PACIFIC SALMON Corp., Seattle (canned salmon). Agency: J. William Sheets, Seattle. *sp sa*

ALBERS BROS. MILLING Co., Seattle (Albers Flapjack flour, Friskies). Agency: Erwin, Wasey & Co., Chicago. *t rn sp*

ALBERT MILLER & Co., Chicago (wholesale potatoes). Agency: Mitchell-Faust Adv. Agency, Chicago. *rn*

ALKA-DENT PRODUCTS Co., New York. Agency: Ruthrauff & Ryan, N. Y. *sa*

ALKINE LABORATORIES, New Brunswick, N. J. (Flemolun cough remedy). Agency: H. M. Kiesewetter, N. Y. *sa*

ALLEGHENY STEEL Co., Pittsburgh. Agency: Walker & Downing, Pittsburgh. *ta sa n*

GORDON ALLEN Ltd., Oakland, Cal. (Par soap). Agency: Tomaschke-Elliott, Oakland. *sa*

ALLIED MILLS, Chicago (O-Brand flour). Agency: Morris - Schenker - Roth, Chicago.

ALLIS-CHALMERS MFG. Co., Milwaukee (Agricultural machinery). Agency: Bert S. Gittins, Milwaukee. *n sa sp*

ALTADENA HOSPITAL, Altadena, Cal. Agency: Bogardus Adv. Service, Pasadena. *t*

AMAC Co., New York (hair treatment). *sp*

AMERICAN BIRD PRODUCTS, Chicago (bird food). Agency: Weston-Barnett, Chicago. *sp n t*

AMERICAN BOOK MART, Chicago (catalogs). Agency: E. H. Brown Adv. Agency, Chicago. *sp*

AMERICAN CHICLE Co., Long Island City, N. Y. (chewing gum). Agency: Badger, Browning & Hersey, N. Y. *ta*

AMERICAN CIGARETTE & CIGAR Co., New York (Pall Mall). Agency: Young & Rubicam, N. Y. *sa n*

AMERICAN CRANBERRY EXCHANGE, New York (Eatmor cranberries). Agency: BBDO, N. Y. *sa*

AMERICAN HOME PRODUCTS Corp., Jersey City (holding company for Affiliated Products, Anacin Co., Bi-So-Dol Co., A. S. Boyle Co., Kolynos Co., Mystic Labs., Petrolagar Labs., John Wyeth & Bros., Wyeth Chemical Co.). Agency: Blackett-Sample-Hummert, N. Y. *n t*

AMERICAN INSTITUTE OF FOOD PRODUCTS, New York. Agency: Scheck Adv. Agency, Newark. *sp*

AMERICAN JAI-ALAI Corp., New York. *sa*

AMERICAN KITCHEN PRODUCTS Co., New York (Steero boullion cubes). Agency: Rose-Martin Inc., N. Y. *sa*

AMERICAN LAUNDERING INSTITUTE, Joliet, Ill. Agency: BBDO, Chicago. *sa*

AMERICAN LIFE & ACCIDENT INSURANCE Co., St. Louis. Agency: Kelly, Stuhlman & Zahrndt, St. Louis. *ta*

AMERICAN MEMORIAL Co., Atlanta (tombstones). Agency: Groves-Keen, Atlanta. *sa*

AMERICAN MOLASSES Co., New York (Grandma's syrup). Agency: Charles W. Hoyt Co., N. Y. *sp*

AMERICAN OIL Co., Baltimore (Amoco gas) Agency: Joseph Katz Co., Baltimore. *n rn sa sp*

AMERICAN PACKING & PROVISION Co., Ogden, Utah. *t*

AMERICAN POP CORN Co., Sioux City, Ia. (Jolly Time popcorn). Agency: Coolidge Adv. Co., Des Moines. *sp sa t*

AMERICAN PRODUCTS Co., Cincinnati (food). Agency: Presba, Fellers & Presba, Chicago. *t*

AMERICAN ROLLING MILLS Co., Middletown, O. Agency: N. W. Ayer & Son, N. Y. *n*

AMERICAN STOVE Co., Cleveland, O. Agencies: Richardson-Oswald Inc., Cleveland, BBDO, N. Y. *sp t*

AMERICAN TELEPHONE & TELEGRAPH Co., New York. Agency: N. W. Ayer & Son, N. Y. *sa sp*

AMERICAN TOBACCO Co., New York Agencies: Lord & Thomas, N. Y. (Lucky Strike cigarettes); Young & Rubicam, N. Y. (Half & Half tobacco); Compton Adv. Inc., N. Y. (Pall Mall cigarettes); L. H. Hartman Co., N. Y. (Herbert Tareyton). *n t ta sa sp*

ANACIN Co., Chicago (headache tablets). Agency: Blackett-Sample-Hummert, Chicago. *n t*

ANDERSON Co., Gary, Ind. (Sleet Master). Agency: Schwab & Beatty, N. Y. *sp sa*

BEN H. ANDERSON Co., Madison, Wis. (Clean Easy Milker). Agency: Arthur Towell Inc., Madison. *rn*

ANDREWS HEATER Co., Los Angeles (gas wall heater). Agency: Gerth-Knollin Adv. Agency, Los Angeles. *sp*

ANGLO-CALIFORNIA NATIONAL BANK, San Francisco (auto finance). Agency: McCann-Erickson, San Francisco. *sa*

ANTROL LABORATORIES, Los Angeles (Antrol, Snarol insecticides). Agency: J. Walter Thompson Co., Los Angeles. *sp*

ARCABE Inc., New York (hand lotion). Agency: White-Lowell, N. Y. *sp*

ARCO TUBULAR SKATE Corp., Endicott, N. Y. Agency: Gussow, Kahn & Co., N. Y. *sp t*

ELIZABETH ARDEN, New York (cosmetics). Agency: Cecil, Warwick & Legler, N. Y. *n sp*

ARMAND Co., Des Moines (cosmetics). Agency: Wade Adv. Agency, Chicago. *ta t sp sa*

ARMOUR & Co., Chicago (meat products). Agency: Lord & Thomas, Chicago. *sp*

ARMSTRONG CORK Co., Lancaster, Pa. (rugs). Agency: BBDO, N. Y. *t*

ASSOCIATED DISTRIBUTORS, Chicago (Essence of Life face cream). Agencies: H. W. Kastor & Sons Adv. Co. Inc., Chicago. *sa sp ta;* Buchanan & Co., Chicago (Quickies).

ASSOCIATED FUNERAL DIRECTORS BURIAL INSURANCE Co., Waco, Tex. *rn*

ASSOCIATED SERUM PRODUCERS, Omaha (hog serum). Agency: Fairall Jr. Co., Des Moines. *sa sp*

ASSOCIATION OF PACIFIC FISHERIES, Seattle. Agency: J. Walter Thompson Co., San Francisco. *sa sp*

ATCHINSON, TOPEKA & SANTA FE RR, Chicago (travel). Agency: Stack-Goble Adv. Agency, Chicago. *rn sa*

ATLANTIC ICE & COAL Co., Atlanta (beer). Agency: Rawson-Morrill, Atlanta. *sa sp*

ATLANTIC REFINING Co., Philadelphia (White Flash gasoline, oil). Agency: N. W. Ayer & Son, Philadelphia. *n sa sp*

ATLANTIS SALES Corp., Rochester, (Coleman's mustard). Agency: J. Walter Thompson Co., N. Y. *sp sa*

AURORA LABORATORIES, Chicago (Clear Again remedy). Agency: Erwin, Wasey & Co., Chicago. *sa sp ta*

AXTON-FISHER TOBACCO Co., Louisville. Agencies: Lawrence C. Gumbinner, N. Y. (Spud); McCann-Erickson, N. Y. (Twenty Grand, Zephyr). *n t sa sp*

HARRIET HUBBARD AYER, New York (cosmetics). *sa*

B

B. C. REMEDY Co., Durham, N. C. (proprietary). Agencies: Harvey-Massengale Co., Atlanta; Chas. W. Hoyt Co., N. Y. *sp sa*

B. T. BABBITT Co., New York (Bab-O cleanser). Agency: Blackett-Sample-Hummert, N. Y. *n t*

BAKER EXTRACT Co., Springfield, Mass. Agency: Galen Snow Inc., Springfield. *sa rn*

MAURICE BALL Inc., Los Angeles (furriers). Agency: Nellie L. Walsh Adv. Service, Los Angeles. *sa sp*

P. BALLANTINE & SONS, Newark (beer). Agency: J. Walter Thompson Co., N. Y. *sp*

BALLARD & BALLARD Co., Louisville (Ovenready biscuits). Agency: Henri, Hurst & McDonald, Chicago. *sp*

BANK OF AMERICA NATIONAL TRUST & Savings Assn., San Francisco. Agency: Charles R. Stuart, San Francisco. *rn sp*

BARBASOL Co., Indianapolis (shaving cream). Agency: Erwin Wasey & Co., N. Y. *n*

WILLIAM JAY BARKER, New York (Hirsutus hair tonic) (subsid. Progressive Drug Co., N. Y.). Agency: Grant & Wadsworth & Casmir, N. Y. *sp*

BARNEY'S CLOTHES, New York. Agency: Austin & Spector, N. Y. *sp sa*

BARTON MFG. Co., St. Louis (shoe polish). Agency: Anfenger Adv. Agency, St. Louis. *sa ta*

BASIC SCIENCE INSTITUTE, Los Angeles (health builders). Agency: Smith & Bull, Los Angeles. *sp*

BATHASWEET Corp., New York (Bathasweet). Agency: H. M. Kiesewetter Adv. Agency, N. Y. *sp rn*

BATTLE CREEK FOOD Co., Battle Creek, Mich. (Zo & Pep). Agency: Erwin, Wasey & Co., Inc., Chicago. *sp*

BAUER & BLACK, Chicago (Blue Jay corn plaster, Velure hand lotion). Agencies: Needham, Louis & Brorby, Chicago; Ruthrauff & Ryan, N. Y. (Blue Jay); Blackett-Sample-Hummert, Chicago (Velure). *n ta sa t*

BAYER Co., New York (Bayer's aspirin). Agency: Blackett-Sample-Hummert, N. Y. *n sp t*

BAYER-SEMESAN Co., Wilmington, Del. (seed innoculator). Agency: Thompson-Koch Co., Cincinnati. *sa*

BAYUK CIGARS, Philadelphia (Havana Ribbon cigars). Agency: Ivey & Ellington, Philadelphia. *sa sp n t*

BEATRICE CREAMERY Co., Chicago (Meadow Gold ice cream and butter). Agency: Lord & Thomas, Chicago. *sp*

BEAUMONT LABORATORIES, St. Louis (4-way cold tablets). Agency: H. W. Kastor & Sons Adv. Co., Chicago. *ta t rn*

BEAUTY COUNSELLORS, Detroit. Agency: Chas. A. Mason Adv. Agency, Detroit. *sp*

BEECHAM'S PILLS, New York (proprietary). Agency: Atherton & Currier, N. Y. *t*

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PAUL F. BEICH Co., Bloomington, Ill. (Whiz candy bar). Agency: N. W. Ayer & Son, Chicago. *sp*

BEKINS VAN & STORAGE Co., Los Angeles. Agency: Brooks Adv. Agency, Los Angeles. *sa*

BELEM PRODUCTS Co., Houston (Belem Lotion). Agency: Giezendanner-Gilliam & Co., Houston. *rn*

BELL & Co., Orangeburg, N. Y. (Bell-Ans). Agency: Anderson, Davis & Platte, N. Y. *sp t*

BELL-BROOK DAIRY Co., San Francisco. Agency: Long Adv. Service, San Francisco. *sp*

BENJAMIN LIFE INSURANCE Co., Oakland, Cal. Agency: W. A. Miller Adv. Agency, Oakland. *sp*

BENRUS WATCH Co., New York. Agency: Brown & Tarcher, N. Y. *sa*

BERNARD PERFUMERS, St. Louis (Love Charm). Agency: Johnson Sel Co., St. Louis. *sa sp*

BERRY BROTHERS, Detroit (varnishes). Agency: Maxon, Detroit. *t*

BERRY BROS., Montreal (paint). Agency: Ronalds Adv. Agency, Montreal. *sp*

BEST FOODS, New York (Hellman's mayonnaise, Nucoa, etc.). Agency: Benton & Bowles, N. Y. *n sa t rn ta*

BEVERWYCK BREWERY, Albany. Agency: Peck Adv. Agency, N. Y. *sp*

BEWLEY MILLS, Fort Worth, Tex. Agency: Cy Leland, Fort Worth. *sp*

BIRDSEYE FROSTED FOODS Corp., New York. Agency: Young & Rubicam, N. Y. *sa*

BIRELEY'S, Hollywood (Bireley's orangeade). Agency: J. Walter Thompson Co., Los Angeles. *t*

HENRY BIRKS & SONS, Montreal (jewellers). Agency: Clark Locke Ltd., Toronto. *sp*

BI-SO-DOL Co., New Haven, Conn. (Bi-So-Dol). Agency: Blackett-Sample-Hummert, Chicago. *n*

BLACK FLAG Co., Baltimore (insecticide). *sp*

BLACKSTONE PRODUCTS Co., New York (Tasty-Lax). Agency: H. W. Kastor & Sons, N. Y. *sp*

BLATCHFORD CALF MEAL Co., Waukegan, Ill. (stock feed). Agency: Beaumont & Hohman, Chicago.

BLATCHFORD CALF MEAL Co., West Toronto (stock feed). Agency: Industrial Adv. Agency, Toronto. *sa*

BLUE DEW Co., Rochester. Agency: Ellis Adv. Agency, Buffalo. *ta*

BOERICKE & RUNYON, San Francisco (Eopa medical products). Agency: Howard E. Williams Agency, San Francisco. *t*

BONDS 17 DOG FOOD Co., Los Angeles. *sp*

BOOTH FISHERIES, Chicago. Agency: Frank Presbrey Co., Chicago. *ta sp*

BORDEN'S FARM PRODUCTS Co., New York (dairy products). Agency: BBDO, N. Y. *sp*

BORDEN Co., New York (ice cream). Agency: Young & Rubicam, N. Y. *sp n*

BORDEN'S DAIRY DELIVERY Co., San Francisco. Agency: McCann-Erickson, San Francisco. *sp*

BORG-WARNER Corp., Detroit (Norge refrigerator). Agency: Cramer-Krasselt Co., Milwaukee. *t*

BOSCO Co., New York (milk amplifier). Agency: Kenyon & Eckhardt, N. Y. *sa sp n*

BOSTON & MAINE RR, Boston (transportation). Agency: Doremus & Co., Boston. *sa*

BOSTON FOOD PRODUCTS Co., Boston. Agency: Lavin Co., Boston. *t*

BOWEY'S, Chicago (Dari-Rich chocolate drink). Agency: Stack-Goble Adv. Agency, Chicago. *sp sa t n*

BOWMAN DAIRY Co., Chicago. Agency: J. Walter Thompson Co., Chicago. *sp*

A. S. BOYLE Co., Jersey City (Old English wax, Rug-Sta, Samoline, 3-In-One oil). Agency: Blackett-Sample-Hummert, N. Y. *n*

BREAKFAST CLUB COFFEE Co., Los Angeles. Agency: Phillip J. Meany Co., Los Angeles. *rn sp*

M. J. BREITENBACH Co., New York (Pepto Mangan). Agency: Morse International, N. Y. *n sa ta*

BREWERS' RADIO SHOW Assn., New York (cooperative network program). Agency: U. S. Adv. Corp., Toledo. *n sa*

T. G. BRIGHT & Co., Niagara Falls, Ont. (wine). Agency: Sherman K. Ellis, Toronto; Dominion Broadcasting Co., Toronto. *rn sp*

BRISTOL-MYERS Co., New York (Sal Hepatica, Ipana toothpaste, etc.) Agencies: Young & Rubicam Inc., N. Y. (Minit Rub, Ipana, Sal Hepatica); Pedlar & Ryan, N. Y. (Rubberset products, Ingram's shaving cream, Vitalis hair tonic, Mum). *n sp t ta*

BRISTOL Co. of Canada, Toronto. (Ipana). Agency: Ronalds Adv. Agency, Montreal. *sp*

BRITISH AMERICAN OIL Co., Toronto. Agency: J. Walter Thompson Co., Toronto. *t*

BROMO SELTZER, Toronto. Agency: J. Walter Thompson Co., Toronto. *ta sp*

BROWN'S BREAD, Toronto (chain bakers). Agency: McConnell Eastman, Toronto. *t*

BROWN SHOE Co., St. Louis (Buster Brown shoes). Agency: Leo Burnett Co., Chicago.

JOHN BROWN UNIVERSITY, Siloam Springs, Ark. Agency: Lisle Sheldon Adv., Los Angeles. *sa sp*

BROWN & WILLIAMSON TOBACCO Corp., Louisville (Raleigh, Kool cigarettes, Bugler cigarette tobacco). Agencies: BBDO, N. Y. (Avalon cigarettes). Russel M. Seeds Co., Chicago. *t sp n*

W. K. BUCKLEY Ltd., Toronto. Agency: Taudy Adv. Agency, Toronto. *t*

BUICK MOTOR Co., Flint, Mich. (autos). Agency: Arthur Kudner, N. Y. *n sa ta*

BULOVA WATCH Co., New York (Bulova timepieces). Agency: Biow Co., N. Y. *sa*

BUNTE BROTHERS, Chicago (Tango Bars and Malteasers). Agency: Erwin, Wasey & Co., Chicago. *sp sa t ta*

BURRUS MILL & ELEVATOR Co., Fort Worth (flour). J. Walter Thompson Co., N. Y. *t rn sp*

BUTTERICK Co., New York (patterns). Agency: Chas. W. Hoyt Co., N. Y. *sp*

BYERS FLOUR MILLS, Camrose, Alberta. Agency: Norris-Patterson, Winnipeg. *t*

C

JOHN E. CAIN Inc., Cambridge, Mass. (mayonnaise) Agency: Chambers & Wiswell, Boston. *sp*

CAL-ASPIRIN Corp., New York (proprietary). Agency: Blackett - Sample - Hummert, N. Y. *n*

CALAVA GROWERS OF CALIFORNIA, Los Angeles (avacados). Agency: Lord & Thomas, Los Angeles. *sa*

DR. W. B. CALDWELL, Monticello, Ill. (proprietary). Agency: Cramer-Krasselt Co., Milwaukee; Kelly, Stuhlman & Zahrndt, St. Louis (Pine Balm cough remedy). *sa t*

CALIFORNIA & HAWAIIAN SUGAR REFINING Corp., Chicago (C-H sugar). Agency: H. W. Kastor & Sons Adv. Co., Chicago. *sp*

CALIFORNIA BAKING Co., San Francisco. Agency: Leon Livingston Adv., San Francisco. *sp*

CALIFORNIA CHAIN STORES, San Francisco (promotion). Agency: Lord & Thomas, Los Angeles. *rn*

CALIFORNIA FRUIT GROWERS EXCHANGE, Los Angeles (Sunkist oranges). Agency: Lord & Thomas, Los Angeles. *t sa sp*

CALIFORNIA FRUIT PRODUCTS, Los Angeles (Sun Gold fruit). Agency: Gerth-Knollin Adv. Agency, Los Angeles. *sa t*

CALIFORNIA HAWAIIAN SUGAR REFINING Co., San Francisco. Agency: George H. Hartman, Chicago. *t*

CALIFORNIA-OREGON POWER Co., Medford, Ore. Agency: Walter Biddick Co., Los Angeles. *t*

CALIFORNIA PACKING Corp., San Francisco (Del Monte canned fruits). Agency: McCann-Erickson, San Francisco. *n rn sp t*

CALIFORNIA PENSION PLAN, Hollywood. Agency: Cinema Adv. Agency, Los Angeles. *sp*

CALIFORNIA PRUNE & APRICOT GROWERS Assn., San Jose (Sunsweet prunes). Agency: Long Adv. Service, San Jose. *rn sp*

CALIFORNIA PRUNE PRO-RATE Committee, San Francisco (organization). *sp*

CALIFORNIA WALNUT GROWERS Assn., Los Angeles. Agency: Lord & Thomas, Los Angeles. *t*

CALVIN MFG. Co., Chicago (Motorola). *ta*

CAMPANA Corp., Batavia, Ill. (Italian balm). Agency: Aubrey, Moore & Wallace, Chicago. *n sa*

DR. J. C. CAMPBELL, San Francisco (chain dentist). Agency: Allied Adv. Agencies, San Francisco. *sa*

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CANADA DRY GINGER ALE, New York (Canada Dry). Agency: J. M. Mathes, N. Y. *ta n*

CANADA PACKERS Ltd., Toronto (Maple Leaf soap flakes). Agency: E. W. Reynolds & Co., Toronto. *sa*

CANADA STARCH Co., Toronto. Agency: Vickers & Benson, Toronto. *sp t*

CANADIAN FUR TRAPPERS Corp., New York. *sp sa*

CANADIAN INDUSTRIES, New Westminster, B. C. (paint). Agency: J. Walter Thompson Co., Toronto. *rn*

CANADIAN NATIONAL CARBON Co., Toronto (Everready). Agency: Clarke E. Locke, Toronto. *sp ta*

CANDID EYE, Philadelphia (magazine). Agency: Albert Kircher Co., Chicago. *sa*

H. C. CAPWELL Co., Oakland, Cal. Agency: Tomaschke-Elliott Agency, Oakland. *sa*

CARDINET CANDY Co., Oakland, Cal. Agency: Tomaschke-Elliott, Oakland. *rn*

CARLETON & HOVEY Co., Lowell, Mass. (Father Johns medicine). Agency: John W. Queen, Boston. *n sa sp*

CARNATION Co., Milwaukee (canned milk). Agency: Erwin, Wasey & Co., Chicago. *n sp sa*

CARRIER Corp., Syracuse (air conditioner). Agency: Charles Dallas Reach, Newark. *t*

CARTER MEDICINE Co., New York (liver pills). Agency: Street & Finney, N. Y. *sa t ta*

CARY MAPLE SUGAR Co., St. Johnsbury, Vt. (Highland Maple Syrup). Agency: Scholtz Adv. Service, Los Angeles. *sp*

CARY SALT Co., Hutchinson, Kan. Agency: Ferry-Hanly Co., Kansas City. *sp*

CASHMAN NURSERIES, Owatonna, Minn. Agency: direct. *sa*

CASTILIAN SOAP Co., Hollywood (soap). *t*

GEO. W. CASWELL & Co., San Francisco (coffee & tea). Agency: Long Adv. Service, San Francisco. *n*

CATELLI'S FOOD PRODUCTS, Montreal. Agency: E. W. Reynolds & Co., Toronto.

CELLOWAX Co., Baltimore (floor wax). Agency: Courtland D. Ferguson Inc., Baltimore. *sp*

CENTRAL DISTRIBUTING Co., St. Louis (Grand Prize, Tast-Good food). *sp*

CENTRAL SHOE Co., St. Louis (Robin Hood shoes). Agency: Kelly, Stuhlman & Zahrndt, St. Louis. *t*

CHAFEEN LABORATORIES, New York (baby cream). Agency: Glicksman Adv. Agency, N. Y. *sp*

CHALYBEATE MFG. Co., San Francisco. Agency: Rufus Rhoades & Co., San Francisco. *sa*

CHAMBERLIN LABORATORIES, Des Moines (hand lotion). Agency: John H. Dunham Co., Chicago. *n sa t ta*

CHAMPION MILLING & GRAIN Co., Clinton, Ia. Agency: Rogers & Smith, Chicago. *sp*

DR. A. W. CHASE MEDICINE Co., (Paradol). Agency: Ardiel Adv. Co., Oakville, Ont. *sa*

CHATTANOOGA MEDICINE Co., Chattanooga (proprietary). Agency: Nelson Chesman & Co., Chattanooga. *ta sp sa*

G. S. CHENEY Co., Boston (proprietary). Agency: C. Brewer Smith, Boston. *sa*

CHERRY SPECIALTY Co., Chicago (Dainties). Agency: Oscar L. Coe & Associates, Chicago. *sa*

CHESEBOROUGH MFG. Co., New York (vaseline products). Agencies: McCann-Erickson, N. Y.; Pedlar & Ryan, N. Y. *n ta n ta*

CHEVROLET MOTOR Co., Detroit (motor cars). Agency: Campbell-Ewald Co., Detroit. *n sp sa t*

CHICAGO BEDDING Co., Chicago. Agency: Selviair Bcstg. Co., Chicago. *sp*

CHICAGO MAIL ORDER Co., Chicago. Agency: Schwimmer & Scott, Chicago. *sa sp*

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CHINA KILN, Detroit. Agency: Whipple & Black Adv. Co., Detroit. *sa*

CHRISTIAN AMERICAN CRUSADE, Los Angeles. Agency: Uhl Service Adv., Los Angeles. *sp*

CHRYSLER Corp., Detroit (Chrysler, Dodge, DeSoto, Plymouth, Fargo autos & trucks). Agencies: Ruthrauff & Ryan, N. Y.; J. Stirling Getchell, N. Y.; Lee Anderson Adv. Co., Detroit. *n rn sp sa t ta*

CITIES SERVICE Co., New York (petroleum products, power). Agency: Lord & Thomas, N. Y. *n*

CLAIROL Inc., New York (hair rinse). Agency: Wm. H. Rankin Co., N. Y. *sp rn*

CLARK SHOE Co., New York. Agency: Friend Adv. Agency, N. Y. *sa*

CLEANO CHEMICAL Co., New York (cleaning fluid). Agency: J. Franklyn Viola, N. Y. *t*

CLEVELAND CLEANER & PASTE Co., Cleveland (wall paper cleaner). Agency: Campbell-Sanford Co., Cleveland. *sa*

CLIMAX CLEANER MFG. Co., Cleveland (wall paper cleaner). Agency: Roger Williams Co., Cleveland. *sa*

CLOROX CHEMICAL Co., Oakland, Cal. (Clorox bleach, deodorant, disinfectant). Agency: Erwin, Wasey & Co., San Francisco. *sa*

CLUETT, PEABODY & Co., N. Y. (Arrow Sanforized shirts). Agency: Young & Rubicam, N. Y. *sp*

COAST FEDERAL SAVINGS & LOAN Assn., Los Angeles. Agency: Elwood J. Robinson Adv. Agency, Los Angeles. *sa sp*

COCA COLA Co., Atlanta (beverage). Agency: D'Arcy Adv. Co., St. Louis. *n sp t*

COCA COLA BOTTLERS OF TEXAS, Dallas (beverage). Agency: Crook Adv. Co., Dallas. *rn sp*

COCKSHUTT PLOW Co., Brantford, Ont. *sa*

COLEMAN LAMP & STOVE Co., Wichita, Kan. (house appliances). Agency: Ferry-Hanly Co., Kansas City. *sa t ta*

COLGATE-PALMOLIVE-PEET Co., Jersey City (soaps, etc.). Agencies: Benton & Bowles, N. Y.; Benton & Bowles—Chicago, Chicago. *n sp t*

COLORADO CHAIN STORES Assn., Denver (political). Agency: Lord & Thomas, Hollywood. *sp*

COLT SHOE Co., Boston. Agency: Broadcast Adv., Boston. *sa*

COMET RICE Co., New York. Agency: Freitag Adv. Agency: Atlanta. *sp t*

COMMERCIAL CREDIT Co., Baltimore (financial). Agency: O'Dea, Sheldon & Canaday, N. Y. *sp t*

COMMERCIAL SOLVENTS Corp., New York (Nor-Way anti-freeze). Agency: Maxon Inc., N. Y. *sa*

COMMUNITY OPTICIANS, Long Island City, N. Y. Agency: Commonwealth Adv. Agency, Boston, *rn sp*

COMPAGNIE PARISIENNE, San Antonio (perfume). Agency: Northwest Radio Adv. Co., Seattle. *t ta*

W. H. COMSTOCK Ltd., Morristown, N. Y. (Dr. Morse's Indian Root pills). Agency: Hevonor Adv. Agency, Albany. *ta*

G. E. CONKEY Co., Cleveland (poultry feed). Agency: Rogers & Smith Adv. Agency, Chicago. *sp sa*

CONSOLIDATED CIGAR Corp., New York (Dutch Masters, etc.). Agency: Erwin, Wasey & Co., N. Y. *n sa sp*

CONSOLIDATED DRUG TRADE PRODUCTS, Chicago. Agency: Benson & Dall, Chicago. *sp sa*

CONSOLIDATED EDISON Co., New York. Agency: McCann-Erickson, N. Y. *sp*

CONSUMERS COOPERATIVE Assn., Kansas City. Agency: Russell C. Comer, Kansas City. *sp*

CONTI PRODUCTS Corp., New York (castile soap). Agency: Bermingham, Castleman & Pierce, N. Y. *t sp*

CONTINENTAL BAKING Corp., New York (Wonder bread & Hostess cake). Agency: Benton & Bowles, N. Y. *n, sp, sa, t*

THOMAS COOK & SON-WAGON-LITS, New York (tourist agents). Agency: L. D. Wertheimer, N. Y. *n*

COPPER ROOFS Co., Salt Lake City (roofing products). *sp*

CORN BELT HATCHERIES, Joliet, Ill. Agency: Campbell-Sanford Adv. Co., Chicago. *sp*

CORNING GLASS WORKS, Corning, N. Y. Agency: BBDO, Buffalo. *t*

COSRAY COSMETICS, Los Angeles. Agency: Heintz, Pickering & Co., Los Angeles. *sp*

COTY Inc., New York (perfume cosmetics). Agency Brown & Tarcher, N. Y. *n sa*

REV. CHARLES E. COUGHLIN, Royal Oak, Mich. (religious, political). Agency: Aircasters, Detroit. *n*

CRACKER JACK Co., Chicago. (candy confection). Agency: John H. Dunham Co., Chicago. *ta*

CRANBERRY CANNERS, S. Hanson, Mass. (Ocean Spray). Agency: Harry M. Frost Co., Boston. *sa sp rn*

CRAZY WATER HOTEL Co., Mineral Wells, Tex. (Crazy Water Crystals). Agency: Rogers & Smith, Dallas. *n rn sp sa t*

CRAZY WATER Co., of Canada, Toronto (proprietary). Agency: Grow & Pitcher, Toronto. *t*

CREAMETTE Co., Minneapolis (macaroni). Agency: John H. Dunham Co., Chicago. *t*

CROWELL PUBLISHING Co., New York (American Womans Home Companion, Colliers). Agencies: Biow Co., N. Y.; Geyer, Cornell & Newell, N. Y. *sp*

CROWN OVERALL MFG Co., Cincinnati. Agency: Grey Adv. Agency, N. Y. *sp n t*

CRUSTINE SHORTENING Co., Houston. Agency: Wilhelm-Conroy-Wilson, San Antonio. *sp*

CUDAHY PACKING Co., Chicago (Puritan ham, Old Dutch Cleanser). Agency: Roche, Williams & Cunnyngham, Chicago. *t sp n*

CUUMMER PRODUCTS Co., Bedford, O. (Molle shaving cream, Energine). Agencies: Stack-Goble Adv. Agency, Chicago; (Kling dental powder) Long, Fisher & Kirk, Cleveland. *n*

CURRIER'S TABLETS, Los Angeles (proprietary). Agency: General Adv. Agency, Los Angeles. *t sa*

CURTICE BROTHERS Co., Rochester (Blue Label canned foods). Agency: N. W. Ayer & Son, N. Y. *sp rn*

D

FOSTER DACK, Toronto (Mecca ointment). Agency: A. J. Denne & Co., Toronto. *t*

DAGMAR PLANT INDUSTRIES, Seattle (plants). Agency: Northwest Radio Adv. Co., Seattle. *sa*

DAIRY MERCHANDISING COUNCIL OF SAN JOAQUIN VALLEY, Fresno, Cal. (ice cream). Agency: Thomas Adv. Agency, Fresno. *t*

DARLING & Co. of Canada, Chatham, Ont. (renderers). *t*

D'ARRIGO BROS. Co., Boston (Andy-Boy broccoli). Agencies: Neff-Rogow, N. Y.; Harold F. Lewis, Boston. *sp sa*

HARRY DAVIS & ASSOCIATES, Los Angeles (optical). Agency: Wesley Agency, Los Angeles. *sp*

H. B. DAVIS Co., Baltimore (paint). Agency: Van Sant, Dugdale & Co., Baltimore. *sa t*

R. B. DAVIS Co., Hoboken, N. J. (food products). Agencies: Ruthrauff & Ryan, N. Y.; (Cocomalt). J. M. Mathes, Inc., N. Y.; Charles Dallas Reach, Newark (Cut-Rite waxed paper); Charles W. Hoyt Co., N. Y. (O. K. baking powder). *n sp t*

DAY & NIGHT HEATER Co., Los Angeles. Agency: Hixson-O'Donnell Adv. Los Angeles. *sa*

DE FORREST RADIO TRAINING SCHOOL, Chicago. Agency: Presba, Fellers & Presba, Chicago. *t*

DEISEL-WEMMER-GILBERT Corp., Detroit (El Verso, San Felice, Donalda cigars). Agencies: Simons-Michelson Co., Detroit; Williams & Bramen, Chicago (Donolda); S. M. Epstein Co., Detroit; Brace Beemer, Detroit. *sp sa*

DeKALB AGRICULTURAL Assn., DeKalb, Ill. (hybrid seed corn). Agency: Frank Presbrey Co., N. Y. *sp t*

R. U. **DELAPENHA** & Co., New York (Hartley's marmalade). Agency: Gotham Adv. Agency, N. Y. *rn*

D. L. & W. COAL Co., Montreal (Blue Coal). Agency: Vickers & Benson, Montreal. *sp*

DELAWARE, LACKAWANNA & WESTERN COAL Co., New York (Blue coal). Agency: Ruthrauff & Ryan, N. Y. *n t*

DENALAN Co., San Francisco (dental plate cleanser). Agency: Rufus Rhoades & Co., San Francisco. *sa*

DENT-A-FIRM Co., Chicago (denture powder). Agency: H. W. Kastor & Sons Adv. Co., Chicago. *sa*

DeSOTO MOTOR Corp., Detroit. Agency: J. Stirling Getchell, N. Y. *t*

DETROIT CREAMERY Co., Detroit (Arctic dairy products). Agency: N. W. Ayer & Son, Detroit. *rn sa*

DETROIT WHITE LEAD WORKS, Detroit (Rogers brushing lacquer). Agency: Simons-Michelson Co., Detroit. *sp t sa ta*

DEVOE & RAYNOLDS, New York (paint). Agency: J. Stirling Getchell, N. Y. *t ta*

DeWOODY MFG. Co., Pine Bluff, Ark. (Mexican Heat Powder). Agency: Simon & Gwynn, Memphis. *ta*

PAUL R. **DILLON** Co., New York (Hanford's Sweet Butter). Agency: White-Lowell, N. Y. *sa*

DODDS MEDICINE Co., Toronto (pills). Agency: A. J. Denne & Co., Toronto. *rn sp*

DODGE BROTHERS Corp., Detroit (motor cars). Agency: Ruthrauff & Ryan, N. Y. *rn sp sa t ta*

DODGE CLOTHES, New York. Agency: Advertising Arts Agency, Los Angeles. *sa*

J. G. **DODSON PROPRIETARIES**, Atlanta (Ironized Yeast, etc.). Agency: Ruthrauff & Ryan, New York. *t n*

PETER **DOELGER** Corp., New York (beer). Agency: Leonard F. Winston, N. Y. *sp*

DOMINION LINSEED OIL Co., Toronto (cereals & bread). Agency: R. C. Smith & Son, Toronto. *sp*

DOYLE PACKING Co., Newark (Strongheart pet food). Agency: Chas. Dallas Reach Co., Newark.

DULUTH CHAMBER OF COMMERCE, Duluth, Minn Agency: Stewart-Taylor Co., Duluth. *sa*

DRACKETT Co., Cincinnati (Drano). Agency: Young & Rubicam, Chicago. *t n sp*

DRI BRITE Inc., St. Louis (self-polishing wax). Agencies: Louis E. Westheimer & Co., St. Louis; Gardner Adv. Co., St. Louis. *sa*

DUGAN BROS., New York (bakery products). Agency: Chas. Dallas Reach Co., Newark. *sp*

DUNCAN COFFEE Co., Houston (Duncan coffee). Agency: Steele Adv. Agency, Houston. *sa rn*

DUNN & McCARTHY, Auburn, N. Y. (shoes). Agency: Marschalk & Pratt, N. Y. *ta sp*

E. I. **DU PONT de NEMOURS** & Co., Wilmington, Del. Agency: BBDO, N. Y. *sa sp n t*

DUQUESNE BREWING Co., Pittsburgh (Silvertop beer). Agency: Walker & Downing, Pittsburgh. *sp*

DURKEE - ATWOOD Co., Minneapolis (auto accessories). Agency: Graves & Associates, Minneapolis. *ta*

DURKEE FAMOUS FOODS, Elmhurst, N. Y. (salad dressing, etc). Agency: Federal Adv. Agency, N. Y.; C. Wendell Muench & Co., Chicago. *n rn sa t*

DURKEE FAMOUS FOODS, San Francisco. Agency: Botsford, Constantine & Gardner, San Francisco. *rn*

E

EASTERN NU-ENAMEL Co., New York. Agency: Neff-Rogow, N. Y. *sp sa*

EASTERN WINE Corp., New York. Agency: Austin & Spector, N. Y. *sp*

EATON PAPER Corp., Pittsfield, Mass. (stationery). Agency: Badger & Browning, Boston. *t sa ta sp*

DR. **EDWARDS' OLIVE TABLETS** (Clear-Again tablets), Columbus, O. Agency: Erwin, Wasey & Co., N. Y. *sa rn*

ELECTRIC APPLIANCE SOCIETY OF NORTHERN CALIFORNIA. Agency: Jean Scott Frickleton, San Francisco. *sa*

ELECTRIC SERVICE COMPANIES of Texas. *rn*

ELGIN WATCH Co., Chicago. Agency: J. Walter Thompson Co., Chicago. *sa ta*

DR. **ELLIS SALES** Co., Pittsburgh (cosmetics). Agency: Smith, Hoffman & Smith, Pittsburgh. *sp t*

ELLBEE FURRIERS, New York. Agency: Weill & Wilkins, N. Y. *sp*

EMERSON DRUG Co., Baltimore (Bromo-Seltzer). Agency: J. Walter Thompson Co., N. Y. *n sp sa*

EMPLOYERS CASUALTY Co., Dallas. Agency: Ira DeJernett Agency, Dallas. *sp*

J. C. **ENO** Ltd., Toronto. (Eno salts). Agency: Tandy Adv. Agency, Toronto. *sp*

ESQUIRE Inc., Los Angeles (New Yorker brand beverages). Agency: Hillman-Shane Adv. Agency, Los Angeles. *sp*

ETERNA WATCH Co., New York (Swiss watches). Agency: Schwimmer & Scott, Chicago. *sp*

ETHYL GASOLINE Corp., New York (petroleum products). Agencies: BBDO, N. Y.; Pacific Market Builders, Los Angeles. *sp*

EUCATHOL Co., Shawnee, Okla. *rn*

EUCLID CANDY CO. OF CAL., San Francisco (Red Cap candy). Agency: Sidney Garfinkel Adv. Agency, San Francisco. *rn*

EX-LAX MFG. Co., Brooklyn (laxative). Agency: Joseph Katz Co., Baltimore. *sa ta*

EYE GENE Co., Chicago. Agency: Morgan Reichner & Co., N. Y. *sa*

F

F & F LABORATORIES, Chicago (cough lozenges). Agency: Blackett-Sample-Hummert, Chicago. *sa n sp*

FALSTAFF BREWING Corp., St. Louis (Falstaff beer). Agency: Gardner Adv. Co., St. Louis. *sp sa n*

FAMOUS POULTRY FARMS, Omaha. Agency: Buchanan-Thomas Adv. Co., Omaha. *sa*

FAULTLESS STARCH Co., Kansas City. Agency: Ferry-Hanly Co., Kansas City. *sp*

FRED FEAR & Co., Brooklyn (Chick Chick, Magic Wand egg dye). Agency: Menkin Adv., N. Y. *sa t*

FELLOWS MEDICAL MFG. Co., New York (hypophosphates). Agency: Nelson-Gilliam, N. Y., *rn sa*

FELS & Co., Philadelphia (Fels Naptha soap). Agency: Young & Rubicam, N. Y. *n sp t sa*

FELTMAN & CURME STORES Co., Chicago. (shoes). Agency: McJunkin Adv. Co., Chicago. *sp*

H. **FENDRICH**, Evansville, Ind. (cigars). Agency: Benton & Bowles, N. Y. *n*

FENN BROS., Sioux Falls, S. D. (Walnut Crush candy). Agency: BBDO, Minneapolis. *sp*

EARL **FERRIS NURSERY** Co., Hampton, Ia. Agency: Lessing Adv. Co., Des Moines. *sp*

FINGER-DENT, Williamsport, Pa. (toothbrushes). *sa*

FIRESTONE TIRE & RUBBER Co., Akron (tires & tubes). Agency: Sweeney & James Co., Cleveland. *n rn sa t*

FISCHER BAKING Co., New York. Agency: Neff-Rogow, N. Y. *sp*

B. **FISCHER** & Co., New York (Astor coffee). Agency: Neff-Rogow, N. Y. *sp*

FISHER FLOURING MILLS Co., Seattle. (flour) Agency: McCann-Erickson, Seattle. *sp*

F. W. **FITCH** Co., Des Moines (shampoo). Agency: L. W. Ramsey Co., Davenport. *n sa t ta*

FITZPATRICK BROS., Chicago (Kitchen Kleanser, Automatic Soap Flakes). Agency: Neisser-Meyerhoff, Chicago. *sp*

FLAMINGO SALES Co., Los Angeles (nail polish). Agency: Buchanan & Co., Los Angeles. *ta*

FLEETWING OIL Corp., Cleveland. Agency: Simmons-Michelson Co., Detroit. *sp*

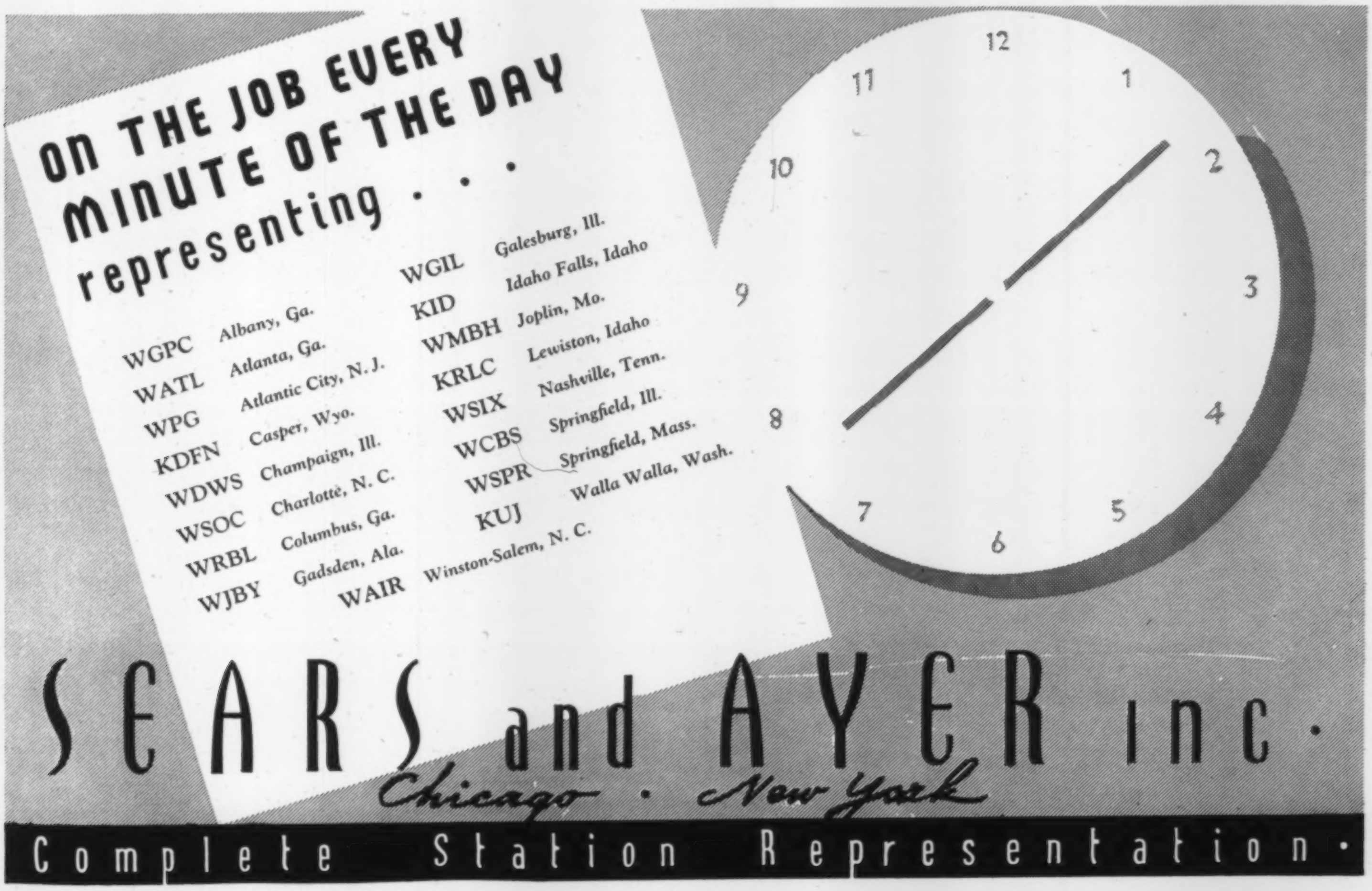
FLEX-O-GLASS MFG. Co., Chicago. Agency: Presba, Fellers & Presba, Chicago. *sa sp t*

FLORIDA CITRUS COMMISSION, Lakeland, Fla. (fruit). Agencies: Ruthrauff & Ryan, N. Y.; Arthur Kudner, N. Y. *sa t n*

FLORIST TELEGRAPH Delivery Assn., New York. Agency: Young & Rubicam, N. Y. *sa*

FOLEY & Co., Chicago (Honey & Tar compound). Agency: Lauesen & Salomon, Chicago. *sp t ta*

J. A. **FOLGER** & Co., San Francisco (food). Agencies: Raymond R. Morgan Co., Hollywood; Blackett - Sample - Hummert, Chicago. *rn t sp*



DIRECTORY OF 1938 NATIONAL-REGIONAL RADIO ADVERTISERS

FOLSOM Co., Dallas (heating, air conditioning). Agency: Harry McMains Agency, Dallas. *rn*

FORD MOTOR Co., Detroit (motor cars). Agencies: N. W. Ayer & Son, N. Y.; McCann-Erickson, N. Y. *n sp sa t*

FOTOLABS Inc., New York (Fotoprinter). Agency: Edwin M. Phillips & Co., N. Y. *sa*

E. FOUGERA & Co., New York (Vapex, etc.). Agency: Small & Seiffer, N. Y. *sa t ta sp n*

I. J. FOX, New York (furs). Agency: Biow Co., N. Y. *n ta sa sp*

PETER FOX BREWING Co., Chicago (Fox De Luxe beer). Agency: Schwimmer & Scott Adv. Agency, Chicago. *sp t* Scott Adv. Agency, Chicago. *sp t*

FOX WEST COAST THEATRES Corp., Los Angeles. Agency: Hillman-Shane Adv. Agency, Los Angeles. *sa t*

BENJAMIN FRANKLIN LIFE ASSURANCE Co., San Francisco. *sp*

FRENCH LICK SPRINGS HOTEL Co., French Lick, Ind. (Pluto water). Agency: Ruthrauff & Ryan, Chicago. *sp t ta*

FRIARS OF ST. CHRISTOPHER'S INN, Graymoor Monastery, Garrison, N. Y. (Ave Maria hour). *sp t*

FRIEND BROS., Boston (baked beans). Agency: Ingalls Adv. Co., Boston. *sp*

FRISKIES DOG FOOD Co., Seattle. Agency: Erwin, Wasey & Co., San Francisco. *t*

FRITO Co., San Antonio (Fritos confection). Agency: Erle Racey Adv. Agency, Dallas. *sp sa rn*

FRITO WEST COAST Co., Los Angeles (salted corn chips). Agency: Lawrence Co., Los Angeles.

FROZEN DESSERTS, Chicago (Ice-Cre-Mix). Agency: Stack-Goble Adv. Co., Chicago. *sa*

FRUIT INDUSTRIES, New York. Agency: Lawrence Fertig & Co., N. Y. *sp*

E. FUCINI & Co., New York (Vittone Bitters). Agency: Pettinella Adv. Co., N. Y. *sp*

G

GAFFERS & SATTLER, Los Angeles (stoves). Agency: J. H. Withintong Co., Los Angeles. *rn*

GALLENKAMP STORES Co., San Francisco (shoes). Agency: Long Adv. Service, San Francisco. *sa rn*

GAMBARELLI & DAVITTO, New York (wines). Agency: DeBiasi Adv. Agency, N. Y. *sp*

GAMBLE STORES, Minneapolis (Anti-Freeze). Agency: BBDO, Minneapolis. *sa*

GARDNER NURSERY Co., Osage, Iowa (plants). Agency: Northwest Radio Adv. Co., Seattle. *sp t ta sa*

GARRETT & Co., Brooklyn (Virginia Dare wine). Agency: U. S. Adv. Corp., Toledo. *sa*

GAS APPLIANCE SOCIETY of California, San Francisco. Agency: Jean Scott Frickelton, San Francisco. *sp sa*

GEBHARDT CHILI POWDER Co., San Antonio (Chili). Agency: Grant Adv. Agency, Dallas. *sp rn*

GEMMA PACKING Co., New York (Gemma Oil). *sp*

GENERAL BAKING Co., New York (Bond bread). Agency: BBDO, N. Y. *n sp sa t ta*

GENERAL BREWING Co., San Francisco. Agency: McCann-Erickson, San Francisco. *ta*

GENERAL CALCIUM Corp., Toronto (Climax bug killer). *sa*

GENERAL CIGAR Co., New York (William Penn cigar). Agency: H. W. Kastor & Sons Adv. Co., Chicago. *n sa ta*

GENERAL DRY BATTERIES OF CANADA, Toronto. Agency: A. McKimm, Toronto. *sp*

GENERAL ELECTRIC Co., Schenectady, N. Y., Cleveland (electrical devices). Agencies: Maxon Inc., Cleveland; BBDO, N. Y.; Foster & Davies, Cleveland. *n sa t*

GENERAL FOODS Corp., New York (Maxwell House coffee, Grape Nuts, etc.) Agencies: Young & Rubicam, N. Y. (Grape Nuts, Jell-O, Calumet Baking Powder, Frosted Foods, Kaffee Hag, La France, Postum); Benton & Bowles, N. Y. (Certo, Maxwell House coffee); Advertisers Broadcasting Co., N. Y. (Diamond Crystal salt). *n t sa ta*

GENERAL MILLS, Minneapolis (Gold Medal flour, etc.). Agencies: McCord Co., Minneapolis; Blackett - Sample - Hummert, Chicago; Knox Reeves Adv., Minneapolis; Merrill Adv. Co., N. Y.; Simons-Michelson Co., Detroit. *n t sp sa ta*

GENERAL MOTORS PRODUCTS of Canada, Oshawa, Ont. Agency: MacLaren Adv. Co., Toronto. *n*

GENERAL PAINT Corp., San Francisco. Agency: Walter Adv. Agency, Los Angeles. *rn t*

GENERAL SHAVER Co., New York. Agency: BBDO, N. Y. *sa*

GENERAL SHOE Corp., Nashville (Jarman shoes). Agency: J. Walter Thompson Co., Chicago. *sp n*

GENERAL TIRE & RUBBER Co., Akron (General tires). Agency: D'Arcy Adv. Co., St. Louis. *n sp*

GIBBS & Co., Chicago (trade cosmetics). Agency: Ruthrauff & Ryan, Chicago. *sp t*

GILMORE OIL Co., Los Angeles (Red Lion, Record Breaker gasoline). Agency: Botsford, Constantine & Gardner, Los Angeles. *rn sa t sp*

GILSON MFG. Co., Guelph, Ont. (household appliances). Agency: R. C. Smith & Son, Toronto. *sp*

GILLETTE SAFETY RAZOR Co., Boston. Agency: Maxon Inc., N. Y. *rn*

GLOBE GRAIN & MILLING Co., Los Angeles (flour). Agency: Dan B. Miner Co., Los Angeles. *rn*

GLASS CONTAINER ASSN. of America, Toledo. Agency: U. S. Adv. Corp., Toledo. *sp n*

GLIDDEN Co., Cleveland, O. (paint) Agency: Meldrum & Fewsmith, Cleveland. *t*

GLOBE BREWING Co., Baltimore (Arrow Special beer). Agency: Joseph Katz Co., Baltimore. *sp*

GLOBE INVESTMENT Co., Los Angeles. Agency: Stodel Adv. Co., Los Angeles. *sp*

GODEFROY MFG. Co., St. Louis (hair coloring). Agency: Anfenger Adv. Agency, St. Louis. *sa*

GOLDEN GATE MACARONI Co., San Francisco. Agency: Emil Reinhardt Adv., Oakland. *sa*

GOLDEN STATE Co., San Francisco (Dairy products). Agency: N. W. Ayer & Son, San Francisco. *sp sa*

GOLDEN STATE INSURANCE Co., Los Angeles. *sp*

GOOCH FOOD PRODUCTS Co., Lincoln, Neb. (flour). Agency: Potts-Turnbull Adv. Co., Kansas City. *t sa sp*

GOOD LUCK FOOD Co., Rochester, N. Y. (prepared desserts). Agency: Hughes, Wolff & Co., Rochester. *sp*

GOOD & REESE NURSERIES, Springfield, O. Agency: Albert Kircher Co., Chicago. *sp*

B. F. GOODRICH RUBBER Co., Akron (tires). Agency: Ruthrauff & Ryan, N. Y. *n sp sa t*

GOODYEAR TIRE & RUBBER Co., Akron. Agency: Arthur Kudner, N. Y. *n sp*

GORDON BAKING Co., Detroit (Silver Cup bread). Agency: Young & Rubicam, Detroit. *n rn sp*

GORDON BREAD CO., Los Angeles (chain bakery). Agency: Mayers Co., Los Angeles. *sp*

GORTON PEW FISHERIES Co., Gloucester, Mass. Agency: H. B. LaQuatte, N. Y. *sa*

GOSPEL BROADCASTING Assn., Los Angeles (religious). Agency: R. H. Alber Co., Los Angeles. *sp rn n t*

GRAY REMEDY Co., Toronto. Agency: Canadian Adv. Agency, Toronto. *sp*

GREAT WESTERN DRILLING Co., Los Angeles (oil land leases). Agency DeWitte Hagar Radio Adv., Los Angeles. *t*

GREYHOUND MANAGEMENT, Cleveland (bus transportation). Agency: Beaumont & Hohman, Cleveland. *sa t*

GRIESEDICK-WESTERN BREWING Co., Belleville, Ill. (Stag beer). Agency: J. Walter Thompson Co., Chicago. *sp*

GRIESEDICK BROS., St. Louis. Agency: BBDO, Chicago. *sp*

GRIFFIN MFG. Co., Brooklyn (shoe polish). Agency: Bermingham, Castleman & Pierce, N. Y. *sa n sp*

GRISWOLD MFG. Co., Erie, Pa. (kitchen utensils). Agency: BBDO, N. Y. *n*

GROCERY STORE PRODUCTS, New York (Fould's macaroni, etc.). Agency: McCann-Erickson, Inc., N. Y. *sa*

JULIUS GROSSMAN SHOES Corp., New York. Agency: Sterling Adv. Agency, N. Y. *sp*

GROUP OF AMERICAN BANKS, Chicago (cooperative). Agency: Wessel Co., Chicago. *n*

GROVE LABORATORIES, St. Louis (proprietary). Agencies: H. W. Kastor & Sons Adv. Co., N. Y.; Stack-Goble Adv. Agency, N. Y. *n ta t sa*

GRUEN WATCH Co., Cincinnati (watches). Agencies: McCann-Erickson, Cleveland; Schwimmer & Scott, Chicago. *t sa sp*

GUARANTY UNION LIFE INSURANCE Co., Beverly Hills, Cal. Agency: Allied Adv. Agencies, Los Angeles. *sp sa*

CHARLES GULDEN, New York (mustard). Agency: Charles W. Hoyt Co., N. Y. *sp n*

GULF BREWING Co., Houston (Grand Prize beer). Agency: Ruthrauff & Ryan, Chicago. *rn sp*

GULF OIL Corp., Pittsburgh (oil products). Agency: Young & Rubicam, N. Y. *n sa sp t*

GUNTHER BREWING Co., Baltimore. Agency: Erwin, Wasey & Co., N. Y. *sp sa t*

H

HAAS BARUCH & Co., Los Angeles (Iris coffee). Agency: Robert Smith Adv. Agency, Portland, Ore.

H & H CLEANER Co., Des Moines, (rug cleaner). Agency: John H. Dunham, Chicago. *ta*

J. J. HAGGARTY STORES, Los Angeles (women's wear). Agency: Hixson-O'Donnell Adv., Los Angeles. *sa*

HAMBAUGH REALTY Co., Los Angeles. Agency: Frank Wright & Associates, San Francisco. *sp t*

HAMPDEN SALES Assn., New York (cosmetics). Agency: Biow Co., N. Y. *sp*

HANCOCK OIL Co., Los Angeles. (petroleum products). Agency: Chas. H. Mayne Co., Los Angeles. *sp*

CHR. HANSEN'S LABORATORY, Little Falls, N. Y. (Junket dessert). Agency: Mitchell-Faust Adv. Co., Chicago. *sp*

HARTZ MOUNTAIN PRODUCTS, New York (bird seed). Agency: George H. Hartman Co., Chicago. *sa sp*

HARVEY - WHIPPLE, Springfield, O. (Mastercraft oil burners). Agency: Willard G. Myers, N. Y. *sp t*

HATHAWAY BAKING Co., Cambridge, Mass. Agency: W. E. Long Co., Chicago. *sa ta*

HAWK & BUCK Co., Fort Worth. *sp*

HAY-NO Laboratories, Dallas (Hay-No). Agency: Neal Furgeson Co., Dallas. *sa*

HEALTH AIDS, Jersey City (Serutan vitamin beverage). Agency: Austin & Spector, N. Y. *t rn sp*

HEALTH PRODUCTS Corp., Newark (Feen-A-Mint). Agency: William Esty & Co., N. Y. *sa t*

HEALTH RESEARCH FOUNDATION, Ann Arbor, Mich. (proprietary). Agency: Andrews Adv. Agency, Detroit, *sa*

HECKER PRODUCTS Corp., New York (Gold Dust, Silver Dust, Shinola, Two-in-One, Fairy soap, Force cereal, flour, etc.). Agencies: BBDO, N. Y. (soap, shoe polish); Erwin, Wasey & Co., N. Y. (flour, Force cereal). *n sp t ta sa*

H. J. HEINZ Co., Pittsburgh (food). Agency: Maxon Inc., Detroit. *n t sa ta*

HEMPHILL DIESEL ENGINEERING SCHOOLS, Glendale, Cal. (trade school). Agency: R. H. Alber Co., Los Angeles. *sa ta*

DR. HESS & CLARK Inc., Ashland, O. Agency: N. W. Ayer & Son, Philadelphia. *sp*

HICKOK OIL Co., Toledo. Agency: Trans-Air Inc., Chicago. *sp t*

HIGH'S ICE CREAM Co., Washington (dairy products). Agency: Courtland D. Ferguson, Washington. *sa*

HINZE AMBROSIA Inc., New York (cosmetics). Agency: Monroe F. Dreher, N. Y. *sa*

HISTEEN Corp., Chicago (hay fever remedy). Agency: Ruthrauff & Ryan, Chicago. *sa ta*

HOBO MEDICINE Co., Beaumont, Tex. (proprietary). Agency: Ratcliffe Adv. Agency, Dallas. *sa*

HOFFMAN BEVERAGE Co., Newark. Agency: BBDO, N. Y. *sp sa*

HOLLAND FURNACE Co., Holland, Mich. Agency: Ruthrauff & Ryan, Chicago. *rn sa n*

HOME DIATHERMY Co., New York. *sp*

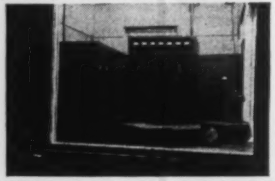
HONOR BRAND FROSTED FOODS Corp., New York. Agency: N. W. Ayer & Son, N. Y. *sa*

H. P. HOOD & SONS, Boston (milk). Agency: Harold Cabot Co., Boston, *ta*

HOOD LAX Corp., New York. (Hood Lax). Agency: Metropolitan Adv. Co., N. Y. *sp*

HOP GOLD BREWING Co., Seattle. Agency: Ruthrauff & Ryan, Seattle. *ta*

● Office of M. E. Kent, Manager. Experienced station management assures efficiency and understanding.



● All broadcasting equipment is of the most advanced type and expertly engineered.

● Ultra-modern decorations and appointments make WTOL Studios one of the show places in Toledo.

The Outstanding Merchandising Force In The Toledo Area

● Action, modernity, universal interest, variety characterize the programs that have built for WTOL a large and intensely loyal listening audience unusually responsive to advertisers. Local distributors and merchants recognize WTOL as a powerful factor for success in any merchandising effort in the rich Northwestern Ohio and Southern Michigan markets.

THE COMMUNITY
BROADCASTING CO.
Toledo, Ohio

WTOL

"TOLEDO'S FRIENDLY STATION"

EDNA WALLACE HOPPER, Jersey City (cosmetics). Agency: Blackett-Sample-Hummert, N. Y. *n*

HORLICKS MALTED MILK Corp., Racine, Wis. (malted milk). Agency: Roche, Williams & Cunnyngham, Chicago; Lord & Thomas, Chicago. *n sp t*

GEO. A. HORMEL & Co., Austin, Minn. (canned food). Agency: BBDO, Minneapolis. *sa sp rn n*

HORSE & MULE ASSOCIATION OF AMERICA, Dallas. Agency: Rogers & Smith, Dallas. *sa*

HOTEL BAR BUTTER Co., New York (Hotel Bar butter). Agency: Neff-Rogow, N. Y.

HOUSEHOLD FINANCE Corp., Chicago (family finance service). Agency: BBDO, Chicago. *n rn sa t sp*

HOUSEHOLD MAGAZINE, Topeka. Agency: Presba, Fellers & Presba, Chicago. *sp t*

HOWARD CLOTHES Inc., New York. Agency: Redfield-Johnstone, N. Y.

HOWE Co., Los Angeles (cosmetics). Agency: S. L. Kay, San Francisco. *sp*

HUDSON MOTOR CAR Co., Detroit (Motor cars). Agencies: Brooke, Smith, French & Dorrance, Detroit. *n t sa rn*

E. GRIFFITH HUGHES, Rochester, N. Y. (Kruschen salts). Agency: Stack-Goble Adv. Agency, N. Y. *t rn*

K. A. HUGHES Co., Boston (Salicon). *sa*

HUMBLE OIL & REFINING Co., Houston. Agency: Franke-Wilkinson-Schiwetz, Houston. *n sa sp*

HUMPHREY'S HOMEOPATHIC MEDICINE Co., New York (dog remedies). Agency: Biow Co., N. Y. *n sp*

HYDE PARK BREWERIES, St. Louis. Agency: Ruthrauff & Ryan, St. Louis. *sp*

HYDROSAL Co., Cincinnati (Vovox vanishing cream). Agency: H. W. Kastor & Sons, Chicago. *sa*

HYDROX Corp., Chicago (gingerale). Agency: H. W. Kastor & Sons, Adv. Co., Chicago; (Hydrox Cola) Gruen Agency, Detroit. *sa ta*

I

I AM READING ROOM, Los Angeles. Agency: Allied Adv. Agency, Los Angeles. *t*

ILLINOIS BELL TELEPHONE Co., Chicago (Red Book directory). Agency; N. W. Ayer & Son, Chicago. *sa*

ILLINOIS BOTTLED GAS Co., Chicago (Dri-Gas). Agency: Wade Adv. Agency, Chicago. *sp sa*

ILLINOIS MEAT Co., Chicago (corn beef hash). Agencies: George H. Hartman, Chicago; J. Stirling Getchell, N. Y. (eastern territory) *sp*

IMPERIAL OIL Ltd., Toronto. Agency: MacLaren Adv. Co., Toronto. *n*

IMPERIAL OPTICAL Co., Toronto. *t*

IMPERIAL SUGAR Co., Sugarland, Texas. Agency: Tracy-Locke-Dawson, Dallas. *sp t rn*

IMPERIAL TOBACCO Co., Montreal. Agency: Whitehall Bctsg. Ltd., Montreal. *n t*

INDEPENDENT GROCERS ALLIANCE DISTRIBUTING Co., Chicago (IGA brands). Agency: Ruthrauff & Ryan, Chicago. *sp ta rn*

INDUSTRIAL TRAINING Corp., Chicago (technical school). Agency: James R. Lunke & Associates, Chicago. *t n ta rn*

INKOGRAPH Co., New York (fountain pens). Agency: Peck Adv. Agency, N. Y. *sa*

INSTITUTE OF APPLIED SCIENCE, Chicago (correspondence school). Agency: Matteson-Fogarty-Jordan Co., Chicago. *sp*

INSURANCE INFORMATION SERVICE, Chicago (reclaiming lapsed policies). Agency: First United Broadcasters, Chicago. *sa*

INTERMOUNTAIN KNITTING MILLS, Ogden, U. (women's wear). Agent: Welden S. Burnham, Adv., Ogden.

INTERNATIONAL AGRICULTURAL Corp., Atlanta (fertilizer). Agency: Groves-Keen, Atlanta. *sa*

INTERNATIONAL CELLUCOTTON PRODUUCTS Co., Chicago (Kleenex). Agency: Lord & Thomas, Chicago. *n*

INTERNATIONAL HARVESTER Co., Chicago (twine). Agency: Aubrey, Moore & Wallace, Chicago; (McCormick-Deering dealers) McCord Co., Minneapolis. *sa sp*

INTERNATIONAL SHOE Co., St. Louis (Red Goose shoes). Agencies: D'Arcy Adv. Co., St. Louis; (Peters branch) Tracy-Locke-Dawson, Dallas, Tex. Long Adv. Service, San Francisco; (Vitality shoes) Henri, Hurst & McDonald, Chicago. *sa rn*

INTERNATIONAL SILVER Co., Meriden, Conn. (silverware). Agency: Young & Rubicam, N. Y. *n*

INTERNATIONAL SILVER Co., Toronto (silverware). Agency: Young & Rubicam,Toronto. *n*

INTERNATIONAL VITAMIN Corp., New York. Agency: Bisberne Adv. Co., Chicago. *sa sp*

INTERNATIONAL RADIO Co., Ann Arbor, Mich. (cameras). Agency: Ruthrauff & Ryan, Chicago. *ta*

INTERNATIONAL RESEARCH Corp., Ann Arbor, Mich. (Argus cameras). Agency: Ruthrauff & Ryan, Chicago. *sa*

INTERSTATE COTTON OIL REFINING Co., Sherman, Tex. Agency: Crook Adv. Agency, Dallas. *rn*

INTERSTATE NURSERIES, Hamburg, Ia. *sp*

INTERSTATE TRANSIT LINES, Salt Lake City. Agency: Beaumont & Hohman, Omaha. *sp*

INTOURIST Inc., New York (Soviet travel bureau). Agency: L. D. Wertheimer Co., N. Y. *t*

IRONIZED YEAST Co., Atlanta, Ga. (yeast tablets). Agency: Ruthrauff & Ryan, N. Y. *n sp sa t*

IT MFG. & DISTRIBUTING Co., Los Angeles (household cleanser). Agency: Gerth-Knollin Adv. Agency, Los Angeles. *sp*

IVANHOE FOODS, Auburn, N. Y. (Salanaise salad dressing). Agency: Moser & Cotins, Utica, N. Y. *sa sp*

J

JADWIGA REMEDIES, Brooklyn (liniment). Agency: Klinger Adv. Agency, N. Y. *sa*

JAMES MFG. Co., Fort Atkinson, Wis. (farm equipment). Agency: Klau-Van Pietersom-Dunlap Associates, Milwaukee. *sa*

JOHN F. JELKE Co., Chicago (Good Luck margarine). Agency: Blackett-Sample-Hummert, Chicago. *sp sa*

JELL-WELL DESSERT Co., Los Angeles. Agency: Lord & Thomas, Los Angeles. *sa sp t rn*

JEL-SERT Co., Chicago (dessert). Agency: Rogers & Smith, Chicago. *sp rn*

JERGENS-WOODBURY SALES Corp., Cincinnati (Woodbury's soap, Jergens lotion). Agency: Lennen & Mitchell, N. Y. *n rn*

JOHNS-MANVILLE Corp., New York (building supplies). Agency: J. Walter Thompson Co., N. Y. *t*

JOHNSON, CARVELL & MURPHY, Los Angeles (ant paste). Agency: Wm. A. Ingoldsby Co., Los Angeles. *sa rn sp*

S. C. JOHNSON & SON, Racine, Wis. (Johnson's floor wax). Agency: Needham, Louis & Brorby, Chicago. *n sp*

S. C. JOHNSON & SON, Brantford, Ont. (wax). Agency: Needham, Louis & Brorby, Chicago. *t*

JONES GRAIN MILLS, Los Angeles (fruit cake). Agency: Lisle Sheldon Adv. Agency, Los Angeles. *t*

JOURNAL OF LIVING PUBLICATIONS Corp., New York (V-Bev). Agency: Franklin Bruck Adv. Corp., N. Y. *sp*

JULIUS GROSSMAN SHOES, New York. Agency: Sterling Adv. Agency, N. Y. *sp*

K

KARL SHOE STORES, Los Angeles. Agency: Pacific Market Builders. *sp*

KELLOGG Co., Battle Creek, Mich. Agencies: J. Walter Thompson Co., Chicago (Corn Flakes, Rice Krispies, Krumbles, all-Rye and Whole Wheat biscuits); Kenyon & Eckhardt, N. Y. (All Bran, Pep, Gro-Pup, Bran Flakes); Hays MacFarland & Co., Chicago (Wheat Krispies and feeds). *n sp sa t ta*

KELLOGG CO. OF CANADA, London, Ont. (cereal). Agency: N. W. Ayer & Son, Toronto; J. Walter Thompson Co., Toronto. *t*

KELLY-DOUGLAS Co., Vancouver, B. C. (Nabob tea, coffee). Agency: United Broadcast Sales, Vancouver. *rn*

KELVINATOR OF CANADA, London, Ont. *t*

KEMP & LANE, LeRoy, N. Y. (Orangeine headache powder). Agency: Hughes, Wolf & Co., Rochester. *sa*

KESTER SOLDER Co., Chicago (metal mender). Agency: Aubrey, Moore & Wallace, Chicago. *sp sa*

KEYSTONE MACARONI MFG. Co., Lebanon, Pa. Agency: Aitkin-Kynett Co., Philadelphia. *sa*

KEYSTONE STEEL & WIRE Co., Peoria, Ill. (fences). Agencies: Mace Adv. Co., Peoria, Ill.; Russell M. Seeds Co., Chicago (WLW only). *rn sp*

KIRKMAN & SON, New York (soap). Agency: N. W. Ayer & Son, N. Y. *n sp*

KLIX Inc., Los Angeles. (Klix Kernels). Agency: Theodore B. Creamer Adv., Hollywood. *sp sa*

KNAPP-MONARCH Co., St. Louis (health products). Agency: Anfenger Adv. Agency, St. Louis.

E. L. KNOWLES, Springfield, Mass. (Rubine liniment). Agency: O'Connell & Samuel, Springfield, Mass. *sa t*

KNOX GELATINE Co., Johnstown, N. Y. (Knox Sparkling gelatin). Agency: Kenyon & Eckhardt, N. Y. *sa t n sp*

KNOX Co., Los Angeles (Cystex). Agency: Allen C. Smith Adv. Co., Kansas City; (Cystex) Benson & Dall, Chicago. *sp t*

KOLYNOS Co., New Haven (toothpaste). Agency: Blackett-Sample-Hummert, Chicago. *t n*

KOPPERS Co., New York. Agency: BBDO, N. Y. *sp sa*

KRAFT-PHENIX CHEESE Corp., Chicago (cheese, etc.). Agencies: J. Walter Thompson Co., Chicago; Needham, Louis & Brorby, Chicago (Magic Test eggs, Parkay oleo). *n sp sa*

KREMOLA Co., Chicago (cosmetics). Agency: E. H. Brown Adv. Agency, Chicago.

KRIER PRESERVING Co., Belgium, Wis. (Serv-U-Rite vegetables). Agency: Olson-Kelly Adv. Agency, Milwaukee. *sp*

KRIM-KO Co., Chicago (chocolate beverages). Agency: H. W. Kastor & Sons, Chicago.

KROGER GROCERY & BAKING Co., Cincinnati (grocers). Agency: Ralph H. Jones Co., Cincinnati. *t sa sp*

KRUEGER BREWING Co., Newark (beer). Agency: Young & Rubicam, N. Y. *sa t n*

L

JOHN LABATT Ltd., London, Ont. (brewer). Agency: J. Walter Thompson Co., Toronto. *sp*

LA CHOY FOOD PRODUCTS, Detroit (Chinese food products). Agency: Blackett-Sample-Hummert, Chicago. *sa sp*

LADY ESTHER Co., Evanston, Ill. (powder, etc.) Agency: Lord & Thomas, Chicago. *n*

LAFER BROS., Detroit. Agency: Charles A. Mason Adv. Agency, Detroit. *rn*

LAGUNA PLANT & SEED Co., Maywood, Cal. *sp*.

LALLEMAND REFINING Co., Montreal (yeast). Agency: Associated Broadcasting Co., Montreal. *sa*

LAMBERT PHARMACAL Co., St. Louis (listerine). Agency: Lambert & Feasley, N. Y. *n sa t*

LAMONT, CORLISS & Co., New York (Nestle's Ponds). Agencies: J. Walter Thompson Co., N. Y.; Cecil & Presbrey, N. Y. *n t sa rn*

LAMONT, CORLISS & Co., Toronto. Agency: J. Walter Thompson Co., Toronto. *sp*

LANGENDORF UNITED BAKERIES, San Francisco. Agency: Young & Rubicam, Los Angeles. *rn sp*

V. LAROSA, Brooklyn (macaroni). Agency: Commercial Radio Service, N. Y. *rn t sp*

LARUS & BROS. Co., Richmond, Va. (Edgeworth tobacco). Agency: Warwick & Legler, N. Y. *n rn sp t*

LASTO PRODUCTS Co., Chicago (permanent waves). Agency: First United Broadcasters, Chicago. *sa*

LAVENA Corp., Chicago (bath powder). Agency: Mitchell-Faust Adv. Co., Chicago. *sp t sa*

LEA & PERRINS, New York (Worcestershire sauce). Agency: Schwimmer & Scott, Chicago. *sa*

FRANK H. LEE Co., Danbury, Conn. (hats). Agency: Bermingham, Castleman & Pierce, N. Y. *sp*

LEE TIRE & RUBBER Co., Conshohocken, Pa. Agency: Benjamin Eshelman Co., Philadelphia. *sa*

W. W. LEE & Co., Troy, N. Y. (Save-the-Baby). Agency: Leighton & Nelson, Schenectady. *sp*

LEEF BROS., Minneapolis (Spray-Brite glass cleaner). Agency: Gerald Beskin Adv. Agency, Minneapolis. *sa*

THOMAS LEEMING & Co., New York (Baume Bengue). Agency: Wm. Esty & Co., N. Y. *n sa sp t*

LEHN & FINK PRODUCTS Co., New York. Agencies: Kenyon & Eckhardt, N. Y.; Lennen & Mitchell, N. Y. (Lysol, Pebeco); Kimball, Hubbard & Powel, N. Y. (Lesquendieu cosmetics); Merrill Adv. Co., N. Y. (special Pebeco program); Wm. Esty & Co., N. Y. (Hinds, Tussy cosmetics). *n sp t ta sa*

F. D. LETHBRIDGE & Co., Toronto (Blue Dew washing compound). Agency: Ellis Adv. Co., Toronto. *sa*

LETHELIN PRODUCTS Co., Woodridge, N. J. (Ant bait). Agency: Wm. N. Scheer Adv. Agency, Newark.

LET'S DO SOMETHING ABOUT IT Inc., Oak Park, Ill. (political). Agency: Ruthrauff & Ryan, Chicago. *sp*

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DIRECTORY OF 1938 NATIONAL-REGIONAL RADIO ADVERTISERS

LEVER BROS Co., Cambridge, Mass. (Lux, Rinso, Lifebuoy). Agency: Ruthrauff & Ryan, N. Y. *n sp t sa*

LEVER BROS Ltd., Toronto (soap). Agency: J. Walter Thompson Co., Toronto. *sa*

LEVY BROS., Hamilton Ont. (Bridal Wreath rings). Agency: Ferres Adv. Service, Hamilton. *sp*

I. LEWIS CIGAR MFG. Co., Newark, Agency: Milton L. Lewis Adv. Agency, N. Y. (Flor de Melba). *sa sp*

LEWIS-HOWE Co., St. Louis (Tums, Nature's Remedy). Agencies: H. W. Kastor & Sons Adv. Co., Chicago; Stack-Goble Adv. Agency, Chicago. *sa t sp n ta*

LIBBY, McNEILL & LIBBY, Chicago (food products). Agencies: J. Walter Thompson Co., Chicago; Needham, Louis & Brorby, Chicago. *n sp t*

LIBBY, McNEILL & LIBBY of Canada, Chatham, Ont. (condensed milk). Agency: McConnell, Baxter & Eastman, Toronto. *sa*

LIBERTY ORCHARDS, Cashmere, Wash. Agency: Beaumont & Hohman, Seattle. *sa*

LIFE UNDERWRITERS ASSN. OF CANADA, Toronto. Agency: United Broadcast Sales, Toronto. *rn*

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield). Agency: Newell-Emmett Co., N. Y. *n*

LIP-LORE, New York (liquid lipstick). Agency: Wesley Associated, N. Y. *sa*

THOMAS J. LIPTON, Hoboken, N. J. (teas). Agency: Young & Rubicam, N. Y. *rn sp sa*

THOMAS J. LIPTON, Toronto (tea). Agency: Vickers & Benson, Montreal. *sp*

LISTENWALTER & GOUGH, Los Angeles (Philco radios). Agency: Stuart L. Klingelsmith & Co., Los Angeles. *rn*

LITTLE CROW MILLING Co., Warsaw, Ind. (pancake flour). Agency: Rogers & Smith, Chicago. *sp rn t*

LOCAL LOAN Co., San Francisco. Agency: Long Adv. Service, San Francisco. *rn*

LOCKWEDGE SHOE CORP. OF AMERICA, Columbus. (M. W. Locke shoes). Agency: Aubrey, Moore & Wallace, Chicago. *ta*

LOFT Inc., Long Island City (candy). Agency: White Lowell Co., N. Y. *sp*

LONGINES-WITTNAUER Co., New York (clocks, watches). Agencies: J. Lewis Associates, N. Y.; Arthur Rosenberg Co., N. Y. *sa sp*

LONZ WINERIES, Middle Bass, O. (wines & champagnes). Agency: Gerst Adv. Agency, Cleveland.

LOOK Inc., Des Moines (magazine). Agency: Schwimmer & Scott, Chicago; Critchfield & Co., Chicago. *sa sp t ta*

LOOSE-WILES BISCUIT Co., Long Island City, N. Y. (Krispy Krackers, etc). Agency: Newell-Emmett Co., N. Y. *rn sa t ta n*

P. LORILLARD Co., New York (Old Gold cigarettes) Agency: Lennen & Mitchell, N. Y. *n t sp*

LOS ANGELES ELECTRIC APPLIANCE STORES, Los Angeles. Agency: Dan B. Miner Co., Los Angeles. *sp*

LOS ANGELES SOAP Co., Los Angeles (White King soap). Agency: Barnes-Chase Co., Los Angeles. *sa sp rn*

JOE LOWE Corp., New York (Popsicles). Agency: Biow Co., N. Y. *n t*

FREDERICK F. LOWENFELS & SON, New York (Hotel Bar butter). Agency: Al Paul Lipton Co., N. Y. *sp sa*

WALTER M. LOWNEY Co., Montreal (chocolates). Agency: A. McKim, Montreal. *sp*

LUDENS, Reading, Pa. (cough drops). Agency: J. M. Mathes, N. Y. *n sa sp*

LUER PACKING Co., Vernon, Cal. (meats). Agency: Glasser Adv. Agency, Los Angeles. *sp*

GEORGE W. LUFT Co., Long Island City, N. Y. (Tangee cosmetics). Agency: Warwick & Legler, N. Y. *n*

JAMES LUMBERS Co., Toronto. Agency: Ellis Adv. Co., Toronto. *sp*

LUTHERAN LAYMAN'S LEAGUE, St. Louis. Agency: Kelly, Stuhlman & Zahrndt, St. Louis. *n*

LUXOL SHAMPOO, Los Angeles. Agency: Milton Weinberg Co., Los Angeles. *t*

J. LYONS & Co. (Canada) Ltd., Toronto. (tea). Agency: Norris-Paterson, Toronto. *sp*

LYON VAN & STORAGE Co., Los Angeles. Agency: Charles H. Mayne Co., Los Angeles. *rn sp t sa*

M

W. C. MACDONALD, Montreal (cigarettes). Agency: Tandy Adv. Agency, Toronto. *sp*

MACFADDEN PUBLICATIONS, New York. Agencies: Erwin, Wasey & Co., N. Y.; Stack-Goble Adv. Agency, N. Y.; Arthur Kudner, N. Y.; Kenyon & Eckhardt, N. Y. *n sa sp rn*

MACOMB STEEL PRODUCTS Co., Macomb, Ill. Agency: Advertising Service Inc., Kokomo, Ind. *sa*

MAGNOLIA PETROLEUM Co., Dallas (Mobiloil & Mobilgas). Agency: Ratcliffe Adv. Agency, Dallas. *sa*

MAIDENFORM BRASSIERE Co., New York. Agency: Arthur Rosenberg Co., N. Y. *sa*

MAINE DEVELOPMENT COMMISSION, Augusta (Potato Campaign). Agency: Brooke, Smith, French, Dorrance, N. Y. *t sp n*

MALTEX CEREAL Co., Burlington, Vt. (Maltex). Agency: Samuel C. Croot Co., N. Y. *n sp sa*

MANHATTAN SOAP Co., New York (Micky Mouse soap). Agencies: Peck Adv. Agency, N. Y.; Milton Weinberg Adv. Co., Los Angeles; (Sweetheart soap) Franklin Bruck Adv. Corp., N. Y. *n rn sp t sa ta*

MAN O' WAR PUBLISHING Co., New York. Agency: Metropolitan Adv. Co., N. Y. *sa sp*

MANTHO-KREAMO Inc., Clinton, Ill. (cold remedy). Agency: Stack-Goble Adv. Agency, Chicago. *sa*

MANTLE LAMP CO. OF AMERICA, Chicago (Aladdin lamps). Agency: Presba, Fellers & Presba, Chicago. *sp sa t*

MAPLE LEAF MILLING Co., Toronto. Agency: Cockfield-Brown & Co., Toronto. *t*

CHARLES MARCHAND Co., New York (Golden hair wash). Agency: M. H. Hackett, N. Y. *t sa*

MARCO DOG FOOD Co., Los Angeles. Agency: F. Wallin & Associates, Los Angeles. *sp*

MARNEY FOOD Co., Huntington Park, Cal. (Marco pet food). Agency: Ivar F. Wallin Jr. & Staff, Los Angeles. *sp*

J. W. MARROW MFG. Co., Los Angeles & Chicago (Mar-O-Oil shampoo). Agency: Baggaley, Horton & Hoyt, Chicago. *n sa t ta*

MARS Inc., Chicago (candy bars). Agency: Grant Adv. Inc., Chicago. *sp*

MARSHALL CANNING Co., Marshalltown, Ia. (Brown Beauty Beans). Agency: Coolidge Adv. Co., Des Moines. *t*

MARSHALL FIELD & Co., Chicago. (department store). Agency: Chas. Daniel Frey Co., Chicago. *sp*

JOSEPH MARTINSON, New York (Jomar coffee & chocolate malted). Agency: Al Paul Lefton Co., N. Y. *sp sa*

MARYLAND PHARMACEUTICAL Co., Baltimore (Rem, Rel). Agency: Joseph Katz Co., Baltimore. *sa ta*

MASSEY-HARRIS Co., Toronto (farm implements). *sp t*

EARL E. MAY SEED Co., Shenandoah, Ia. (seeds). Agency: Presba, Fellers & Presba, Chicago. *sp*

I. K. MAYR SEED Co., Beaver Dam, Wis. (feed, flour). *rn*

MAYTAG Co., Newton, Ia. (washing machines). Agency: McCann-Erickson, Chicago. *sa*

McCORMICK SALES Co., Baltimore (tea, spices). Agency: VanSant, Dugdale & Co., Baltimore. *sp*

McCOY'S PRODUCTS, New York (cod liver oil tablets). Agency: Neff-Rogow, N. Y. *sp sa*

McGAUGH HOSIERY MILLS, Dallas (Air-Maid & Air-Mate hosiery). *sa*

McKENZIE MILLING Co., Quincy, Mich. (pancake flour). Agency: John H. Dunham Co., Chicago. *sp sa t*

McKESSON & ROBBINS, Bridgeport, Conn. (drugs, cosmetics). Agency: Bowman & Columbia, N. Y.; Brown & Tarcher, N. Y. *sa sp ta rn n*

McROSKEY AIRFLEX MATTRESS Co., San Francisco (mattresses). Agency: Emil Brisacher & Staff, San Francisco. *sp*

MELNE & Co., Seattle (Speed-I-Mix). *sp*

MELVILLE SHOE Corp., New York (John Ward, Thom McAn shoes). Agencies: Neff-Rogow, N. Y.; Schwimmer & Scott, Chicago. *sa*

MENNEN Co., Newark (cosmetics, etc.). Agency: H. W. Kastor & Sons Adv. Co., Chicago: (Quinsana deodorant) H. M. Kiesewetter Adv. Agency, N. Y. *sp n t*

MENTHOLATUM Co., Wilmington, Del. (proprietary). Agencies: Dillard - Jacobs Adv. Agency, Atlanta; Street & Finney, N. Y. *sa*

MEYENBERG MILK PRODUCTS Co., Salinas, Cal. Agency: Milton Weinberg Adv. Co., Los Angeles. *sp*

CITY OF MIAMI, FLA. Agency: Graydon E. Bevis Inc., Miami. *t*

MID - CONTINENT PETROLEUM Co., Tulsa, Okla. Agency: R. J. Potts & Co., Kansas City. *sa t ta sp*

MIDLAND FLOUR MILLING Co., Kansas City (Town Crier flour). Agency: Stack-Goble Adv. Agency, Chicago. *sp ta sa*

MIDSTATES STEEL & WIRE Co., Crawfordsville, Ind. (fence posts). Agency: Mace Adv. Co., Peoria, Ill. *sa*

MIDWAY CHEMICAL Co., Chicago (Flyded, Aero White). Agency: Blackett-Sample-Hummert, Chicago. *n t*

MILES LABORATORIES, Elkhart, Ind. (Alka Seltzer). Agencies: Wade Adv. Agency, Chicago; Associated Adv. Agency, Los Angeles. *n sp t*

MILK FOUNDATION OF TORONTO, Toronto. Agency: J. J. Gibbons, Toronto. *sp*

ALBERT MILLER Co., Chicago (potatoes). Agency: Mitchell-Faust Adv. Co., Chicago. *sa*

MILLER BREWING Co., Milwaukee. Agency: Roche, Rickerd, Mulberger & Hicks, Milwaukee. *sa sp*

MILNOR Inc., San Diego (gift shop). Agency: Barnes-Chase Co., San Diego. *rn*

MINNEAPOLIS JOURNAL, Minneapolis. Agency: Campbell-Mithun Inc., Minneapolis. *t*

MINNESOTA CONSOLIDATED CANNERIES, Minneapolis (Butter Kernel corn, peas). Agency: Long Adv. Service, San Francisco. *sa sp*

MINUTE FOODS Ltd., Los Angeles (Magic Spred Jelly). Agency: Wm. A. Ingoldsby Co., Los Angeles. *t*

MITCHELL FINANCE Corp., Los Angeles. Agency: Alvin Wilder Adv., Los Angeles. *sp sa*

MODERN CHEMICAL Co., Chicago (Softeen cleaner). Agency: Robert Kahn & Associates, Chicago. *sa*

MODERN FOOD PROCESS Co., Philadelphia (Thrivo dog food). Agency: Clements Co., Philadelphia. *n*

MODERN INDUSTRIAL BANK, New York. Agency: Metropolitan Adv. Co., N. Y. *sp*

MODERN LIVING HEALTH INSTITUTE, New York. Agency: Metropolitan Adv. Co., N. Y. *sp*

MODERN PACKING Co., New York (Balboa Oil). Agency: Commercial Radio Service Adv. Agency, N. Y. *t*

MOLLIE-O Corp., Chicago (canned malted milk). Agency: John H. Dunham Co., Chicago. *sa*

PETER MOLYNEAUX Co., Dallas (Texas Weekly). *rn*

MOODY BIBLE INSTITUTE, Chicago (religious). Agency: Critchfield & Co., Chicago. *n sp*

BENJAMIN MOORE & Co., New York (paint). Agency: Merrill Adv. Co., N. Y. *n sp sa*

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart dog food, soup, etc.). Agency: Henri, Hurst & McDonald, Chicago. *n rn sp t sa*

PHILIP MORRIS & Co., New York (Phillip Morris cigarettes). Agency: Biow Co., N. Y. *n rn sp sa ta*

MORTON SALT Co., Chicago. Agencies: Blackett-Sample-Hummert, Chicago. *rn sp sa*; Klau-Van Pietersom-Dunlap Asso., Milwaukee (Industrial & Smoked Salt division).

MOUNTAIN COPPER Co., San Francisco (fruit spray). Agency: Allied Adv. Agencies, San Francisco. *sa*

MUEHLEBACH BREWING Co., Omaha. Agency: Bozell & Jacobs, Omaha. *t*

C. F. MUELLER Co., Jersey City, N. J. (Mueller's macaroni). Agency: Kenyon & Eckhardt, N. Y. *n sp sa*

E. B. MULLER & Co., Port Huron, Mich. (chicory). Agency: Charles A. Mason Adv. Agency, Detroit. *sp*

MUNSINGWEAR Inc., Minneapolis (underwear, hosiery, foundations). Agency: Kenyon & Eckhardt, N. Y.

MURPHY SEED PRODUCTS Co., Burlington, Wis. (fodder). Agency: Presba, Fellers & Presba, Chicago. *sp*

MUSEBECK SHOE Co., Danville, Ill. (health sport shoes). Agency: Sehl Adv. Agency, Chicago. *sa ta sp*

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MUSTEROLE Co., Cleveland (Musterole & Zemo). Agency: Erwin, Wasey & Co., N. Y. *sa n t*

MUTUAL CITRUS PRODUCTS Co., Anaheim, Cal. Agency: Charles H. Mayne Co., Los Angeles. *sa t ta*

E. MYERS LYE Co., St. Louis (Merry War lye). Agency: Anfenger Adv. Agency, St. Louis. *ta*

N

NARAGANSETT BREWING Co., Cranston, R. I. Agency: Arthur Braitsch & Associates, Providence. *rn*

NASH-KELVINATOR Corp., Kenosha, Wis. (autos, refrigerators). Agency: Geyer, Cornell & Newell, N. Y. *sp n sa t*

NASSOUR BROS., Los Angeles (soap). Agency: Alvin Wilder Adv., Los Angeles.

NATIONAL BISCUIT Co., New York. Agencies: McCann-Erickson, N. Y. (Premium crackers); Federal Adv. Agency, N. Y. (Shredded Wheat). *n sa t*

NATIONAL CONFECTIONERS' Assn. of U. S., Chicago (wholesale).

NATIONAL DAIRY PRODUCTS Corp., New York (Sealtest). Agency: McKee & Albright, N. Y. *n sp*

NATIONAL DRUG & CHEMICAL Co., Montreal. Agency: A. McKim Ltd., Montreal. *sp sa*

NATIONAL EDUCATIONAL ALLIANCE, New York (Popular Educator Magazine). Agency: Walter E. Thwing, N. Y. *sp*

NATIONAL FERTILIZERS, Ingersoll, Ont. Agency: Ardiel Adv. Agency, Oakville, Ont. *sa*

NATIONAL FUNDING Corp., Los Angeles (finance) Agency: Smith & Bull, Los Angeles. *sa sp*

NATIONAL ICE INDUSTRIES, Chicago (ice, ice boxes). Agency: Donahue & Coe, N. Y. *n t*

NATIONAL INSTITUTE of Research & Economics, New York.

NATIONAL LIVE STOCK & MEAT Assn., Chicago. Agency: Campbell-Ewald Co., Chicago. *sp*

NATIONAL OATS Co., E. St. Louis, Ill. (Corno feeds). Agency: Beecher Adv. Co., St. Louis. *sa*

NATIONAL OIL PRODUCTS Co., Harrison, N. J. (Admiracion soapless shampoo and Vitex). Agency: Chas. Dallas Reach Adv., Newark. *n sp sa*

NATIONAL PORCELAIN Co., Trenton, N. J. (ashtrays). Agency: Chas. Dallas Reach Co., Newark. *sp*

NATIONAL TEA Co., Chicago (grocery chain). Agency: Stack-Goble Adv. Agency, Chicago. *sa*

NATIONAL TRANSPORTATION Co., New York (Parmalee cabs). Agency: World Wide Adv. Corp., N. Y. *sp*

NAUGHTON FARMS, Waxahachie, Tex. (roses). Agency: Rogers & Smith, Dallas. *sp*

NEHI Corp., Columbus, Ga. (Nehi & Chero beverages). Agencies: James A. Greene & Co., Atlanta, Ga.; BBDO, N. Y. *n*

NELSON BROS. FURNITURE WAREHOUSE, Chicago (furniture, rugs). Agency: Selviair Broadcasting System, Chicago. *sp*

NESBITT FRUIT PRODUCTS, Los Angeles (Mak-A-Quart orangeade base). Agency: Mayers Co., Los Angeles. *sa*

NESTLE'S MILK PRODUCTS Co., New York (chocolate). Agency: Lennen & Mitchell, N. Y. *sp rn*

NESTLE'S MILK PRODUCTS, San Francisco (Alpine coffee). Agency: Leon Livingston, San Francisco. *rn sp*

NEVLO Co., San Antonio (proprietary).

NEW DEPARTURE MFG. Co., Bristol, Conn. (bicycle brakes). Agency: Lord & Thomas, N. Y. *sa*

NEW JERSEY STATE COUNCIL, Trenton (eggs and milk). Agency: Federal Adv. Agency, N. Y. *sp*

NEW YORK, New Haven & Hartford Railroad, Boston. Agency: John C. Dowd, Boston. *sp*

NEW YORK STATE BUREAU OF PUBLICITY, New York. *sp*

NEW YORK STATE MILK PUBLICITY BUREAU, Albany. Agency: J. M. Mathes, N. Y. *rn t sa*

NEWSKIN Co., Brooklyn (court plaster). *sp*

N. Y. STATE COMMUNIST PARTY, New York. *sp*

NEW YORK TELEPHONE Co., New York. Agency: BBDO, N. Y. *sp*

NOLTE-HAVEMANN Co., Oshkosh, Wis. (seeds). *rn*

NORTH AMERICAN ACCIDENT INSURANCE Co., Newark. Agency: Franklin Bruck Adv. Corp., N. Y. *sp n*

NORTHERN INDIANA PUBLIC SERVICE Co., Gary. *sp rn*

NORTHRUP, KING & Co., Minneapolis (seeds). Agency: Olmsted-Hewitt, Minneapolis. *t sa sp*

NOVA-KELP Co., Toronto (medicinal). Agency: Radio Publicity & Adv. Co., Toronto. *rn sp*

NOX-ODOR MFG. Co., Blandonsville, Ill. (refrigerator deodorizer). Agency: Selviair Bcstg. System, Chicago. *sa*

NOXZEMA CHEMICAL Co., Baltimore (Noxzema cream). Agency: Ruthrauff & Ryan, N. Y. *t n sp*

NU-ENAMEL Corp., Cleveland (paint). Agency: Neff-Rogow, N. Y. *sa*

NUTRENA MILLS, Kansas City (feeds). Agency: Simonds & Simonds, Chicago. *t*

O

OAKITE PRODUCTS, New York (Oakite cleanser). Agencies: Calkins & Holden, N. Y. *rn sp sa*

OAKLAND CHEMICAL Co., New York (Dioxogen Face Cream). Agency: Kleppner & Co., N. Y. *sp n*

O'CEDAR Corp., Chicago (polish, mops). Agency: John H. Dunham Co., Chicago. *sa ta*

W. LEE O'DANIEL Co., Fort Worth (Hillbilly flour). Agency: Albert Evans Adv. Agency, Fort Worth. *rn*

OELRICH & BERRY Co., Chicago (molasses, syrup). Agency: George H. Hartman Co., Chicago. *sp*

OGILVIE FLOUR MILLS, Montreal (Royal Household flour). Agency: J. J. Gibbons, Toronto. *t sp*

OLDS MOTOR WORKS, Lansing, Mich. (motor cars). Agency: D. P. Brother & Co., Detroit. *n t rn sa sp*

OLSON RUG Co., Chicago (rugs). Agency: Presba, Fellers & Presba, Chicago. *sp sa rn nt*

OMAR BAKERIES AND OMAR MILLS, Omaha. Agency: Lyle T. Johnston Adv. Co., Chicago. *t sa sp*

OMEGA CHEMICAL Co., Jersey City (Omega oil). Agencies: (radio) Husband & Thomas, N. Y.; Redfield-Johnstone, N. Y. *sa sp ta t*

OMEGA SHOE POLISH Co., Los Angeles. Agency: Ruth Hamilton & Associates, Los Angeles. *sp*

ONEIDA COMMUNITY, Oneida, N. Y. (Tudor Plate silverware). Agency: BBDO, N. Y. *sa t*

ONTARIO TOBACCO Co., Toronto. Agency: Associated Broadcasting Co., Toronto. *sa*

OSHKOSH OVERALL Co., Oshkosh, Wis. (Oshkosh B'Gosh overalls). Agency: Ruthrauff & Ryan, Chicago. *sp t sa*

OXO Ltd., Boston (boullion cubes). Agency: Platt-Forbes, N. Y. *sp rn*

OYSTER SHELL PRODUCTS Co., New York (poultry grit). Agency: Husband & Thomas Co., N. Y. *sa*

P

PACIFIC COAST BORAX Co., New York (20 Mule Team borax). Agency: McCann-Erickson, N. Y. *n rn*

PACIFIC GREYHOUND LINES, San Francisco (bus travel). Agency: Beaumont & Hohman, San Francisco. *t sa*

PACIFIC GUANO & FERTILIZER Co., San Francisco. Agency: Tomaschke-Elliott, Oakland, Cal. *sp rn*

PACKARD MOTOR CAR Co., Detroit. Agency: Young & Rubicam, N. Y. *n rn sa sp*

PACKER MFG. Co., New York (Packer's tar soap). Agency: Stack-Goble Adv. Agency, N. Y. *n*

PACQUIN Inc., New York (hand cream). Agency: H. W. Kastor & Sons Adv. Co., Chicago. *t sa*

PANCRUST PLATO Co., Houston (Crustene shortening). Agency: Wilhelm-Conway-Wilson, San Antonio. *rn*

PARKER BROS., Salem, Mass. (games). Agency: John W. Queen, Boston. *sa ta*

E. R. PARTRIDGE, Atlanta (overalls). Agency: Harvey-Massengale Adv. Agency, Atlanta. *sa ta*

PATE OIL Co., Milwaukee (Challenge products). Agency: John Barnes Agency, Milwaukee. *sp*

PATON Corp., New York (Yuban coffee). Agency: Arthur H. Ashley Agency, N. Y. *sp*

PETER PAUL Inc., Naugatuck, Conn. (Mounds & Dreams candy bar, Ten Crown gum). Agencies: Platt-Forbes, N. Y.; Emil Brisacher & Staff, Los Angeles. *t sa sp*

PAXTON & GALLAGHER, Omaha (Butternut coffee). Agency: Buchanan-Thomas Co., Omaha. *sp rn*

PEASLEE-GAUBERT Co., Louisville (paint). Agency: J. Sterling Getchell, N. Y. *t*

ROGERS PEET Co., New York (men's clothing, stores). Agency: Marschalk & Pratt, N. Y. *sp*

PELICAN LAKE PACKING Co., Houma, La. Agency: Whipple & Black Adv. Co., Detroit. *sp sa*

PENICK & FORD, New York (Brer Rabbitt molasses, My-T-Fine dessert). Agencies: J. Walter Thompson Co., N. Y. (Brer Rabbit); BBDO, N. Y. (My-T-Fine). *t ta sa sp*

PENINSULAR NEWS SERVICE Corp., New York. Agency: Carlo Vinti Adv. Co., N. Y. *sp*

PENN TOBACCO Co., Wilkes-Barre, Pa. (Kentucky Winners cigarettes). Agency: Ruthrauff & Ryan, N. Y. *n rn sp t*

J. C. PENNEY Co., New York (chain store). Agency: Blackett-Sample-Hummert, Chicago. *sp*

PENNSYLVANIA SALT MFG. Co., Philadelphia (Lewis lye). Agency: Fletcher & Ellis, N. Y. *sa*

PENNSYLVANIA STATE PUBLICITY COMMITTEE, Harrisburg. Agencies: Barnes & Aaron, Philadelphia; Walker & Downing, Pittsburgh. *sp sa n*

DR. PEPPER Co., Dallas (Dr. Pepper beverages). Agency: Tracy-Locke-Dawson, Dallas. *sa t rn*

PEPPERELL MFG. Co., Boston (sheets). Agency: BBDO, N. Y. *sp n*

PEPSODENT Co., Chicago (Pepsodent toothpaste). Agency: Lord & Thomas, Chicago. *n t*

PERMUTIT Co., New York (water-conditioners). Agency: Compton Adv., N. Y. *sp*

PERSONAL FINANCE Co., Newark (loan service). Agency: Blackett-Sample-Hummert, N. Y. *n*

PET MILK SALES Corp., St. Louis (condensed milk). Agency: Gardner Adv. Co., St. Louis. *sp n sa*

PETERS SHOE Co., St. Louis. Agency: Long Adv. Service, San Francisco. *sa r n*

PFEIFFER BREWING Co., Detroit. Agency: Martin, Frank & Atherton, Detroit. *sp*

PHILADELPHIA COKE Co., Philadelphia (Koppers Coke). Agency: N. W. Ayer & Son, Philadelphia. *sp*

PHILADELPHIA DAIRY PRODUCTS Co., Philadelphia (ice cream). Agency: Scheck Adv. Agency, Newark. *sp*

PHILCO RADIO & TELEVISION Corp., Philadelphia. Agency: Ward Wheelock, Philadelphia. *n*

DR. PHILIPS CANNING Co., Orlando, Fla. (canned grapefruit and grapefruit juice). Agency: Long Adv. Service, San Francisco. *sp*

CHAS. H. PHILLIPS CHEMICAL Co., New York (Milk of Magnesia). Agency: Blackett-Sample-Hummert, N. Y. *n*

PHILLIPS PETROLEUM Co., Bartlesville, Okla. Agency: Lambert & Feasley, N. Y. *n*

PIERCE SCHOOL OF PRACTICAL NURSING, Los Angeles. Agency: Faraon Jay Moss Inc., Hollywood. *sp*

PILGRIM Co., Chicago (refrigerator purifier). Agency: Schwimmer & Scott, Chicago. *sp*

PILLSBURY FLOUR MILLS Co., Minneapolis (Pillsbury Best Flour). Agencies: Hutchinson Adv. Co., Minneapolis; (Italo-American market) Ashley Adv. Agency, N. Y. *n rn sp sa*

PILOT RADIO Corp., New York. Agency: Austin & Spector Co., N. Y. *sp*

PINEX Co., Fort Wayne, Ind. (Pinex cold remedy). Agency: Russell M. Seeds Co., Chicago. *sa n t rn*

LYDIA PINKHAM MEDICINE Co., Lynn, Mass. (proprietary). Agency: Erwin, Wasey & Co., N. Y. *t sp n*

PINOLEUM Co., New York (cold remedy). Agency: Noyes & Sproul, N. Y. *sa*

PIONEER HI-BRED CORN Co., Des Moines (seed). Agency: R. J. Potts & Co., Kansas City. *sp*

PITTSBURGH BREWING Co., Pittsburgh. Agency: Smith, Hoffman & Smith, Pittsburgh.

PITTSBURGH COAL Co., Pittsburgh. Agency: Walker & Downing, Pittsburgh. *ta rn*

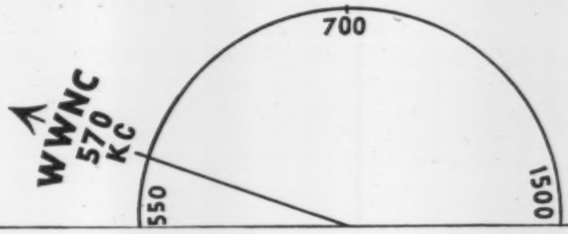
PLANTERS' EDIBLE OIL Co., New York. Agency: Pettinello Agency, N. Y. *sp*

PLEASANT VALLEY WINE Co., Rheims, N. Y. Agency: Swafford & Koehl, N. Y. *rn*

PLOUGH Inc., Memphis (St. Joseph's aspirin, Breathem). Agencies: Lake-Spiro-Cohn, Memphis; J. J. Gibbons Inc., Toronto. *n sp sa t*

PLYMOUTH MOTOR Corp., Detroit (motor cars). Agency: J. Stirling Getchell. *sa t n*

POSTAL TELEGRAPH-CABLE Co., New York. Agency: Grant, Wadsworth & Casmir, N. Y. *rn sa*



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NBC AFFILIATE

DIRECTORY OF 1938 NATIONAL-REGIONAL RADIO ADVERTISERS

POTTER DRUG & CHEMICAL Co., Malden, Mass. (Cuticura soap). Agency: Atherton & Currier, N. Y. *sa*

POULTRY TRIBUNE, Mt. Morris, Ill. (magazine). Agency: Albert Kircher Co., Chicago. *sa t*

J. L. PRESCOTT Co., Passaic, N. J. (Oxol stove polish). Agency: BBDO, N. Y. *sa*

PRINCESS PAT Ltd., Chicago (cosmetics). Agency: Gale & Pietsch, Chicago. *n sp*

PROCINO-ROSSI Corp., Auburn, N. Y. (macaroni). *sp*

PROCTER & GAMBLE Co., Cincinnati (soap). Agencies: Compton Adv. Inc., N. Y. (Ivory, Fluffo, P. & G, Crisco); Blackett-Sample-Hummert, Chicago (Oxydol, Lava, Dreft); Pedlar & Ryan, N. Y. (Camay, Chipso, Dash); H. W. Kastor & Sons Adv. Co., Chicago (Drene, Teel, Kirks, American Family). *n sp sa t ta*

PROCTER & GAMBLE Co. of Canada, Toronto. Agency: Pedlar & Ryan, N. Y. *t*

PROGRESSIVE OPTICAL SYSTEM, Fresno, Cal. (chain). Agency: Allied Adv. Agencies, San Francisco. *rn*

PROSPERITY PUB. Co., Los Angeles (political). Agency: Lisle Sheldon Radio Adv., Los Angeles. *rn*

PROVIDENT LOAN SOCIETY OF NEW YORK, New York. Agency: McCann-Erickson, N. Y. *sp*

PUBLISHERS SERVICE, Winona, Minn. (Woman's World magazine). Agency: Albert Kircher Co., Chicago. *sp*

PURE MILK CHEESE Co., Chicago (Gold-'n-Rich). Agency: Ruthrauff & Ryan, Chicago. *n*

PURE OIL Co., Chicago (Purol gasoline). Agency: Leo Burnett Co., Chicago. *n sp sa*

PURITAN BAKED BEANS, Portland, Me. Agency: Louis Robert Korn, Portland. *sa sp rn*

PURITY BAKERIES Corp., Chicago (Taystee bread). Agency: Campbell-Mithun, Minneapolis. *rn sp t*

PURITY BAKERIES, Toronto. Agency: A. McKim Ltd., Toronto. *t sp*

Q

QUAKER OATS Co., Chicago. Agencies: Ruthrauff & Ryan, Chicago (Quaker Oats, Mother's Oats, Little Kurnels); Sherman K. Ellis, Chicago (Puffed Wheat & Rice, Aunt Jemime, Pettijohn's cereals); Gale & Pietsch, Chicago (Full-O-Pep); Mitchell-Faust Adv. Co., Chicago (macaroni, Muffets); Benton & Bowles, Chicago (Farina). *n sp sa t*

QUAKER OATS Co., Peterboro, Ont. (Ful-O-Pep Feed). Agency: Lord & Thomas, Toronto. *t*

QUALITY BAKERS OF AMERICA, New York. *t*

R

RADIO COLLEGE OF CANADA, Toronto. Agency: Norris Patterson Ltd., Toronto. *sa*

RADIO CORP. OF AMERICA, Camden, N. J. (radio sets, tubes). Agency: Lord & Thomas, N. Y. *n sp sa t ta*

RAILWAY EXPRESS AGENCY, New York. Agency: Caples Co., N. Y. *t sa*

RALSTON PURINA Co., St. Louis (cereal & seeds). Agency: Gardner Adv. Co., St. Louis. *n sa t*

RAMIREZ & FERAUD CHILI Co., Ventura, Cal. (canned food). Agency: Hillman-Shane Adv. Agency, Los Angeles. *sp*

RAMSDELL Inc., New York (Sulphur Cream—Rita Sav). Agency: William Irving Hamilton, N. Y. *sp*

RAP-I-DOL LABORATORIES, New York (shampoo). Agency: Redfield-Johnstone, N. Y. *t sa*

RAPINWAX Co., St. Paul (waxed paper). Agency: Mitchell-Faust Adv. Co., Chicago. *sp*

RAYMOND-WHITCOMB Co. of Cal., Los Angeles (travel agency). Agency: General Adv. Agency, Los Angeles. *sp*

READY FOODS Co., Chicago (Perk dog food). Agency: Mason Warner Co., Chicago. *sp t*

RED CROSS SHOE STORES, New York. Agency: Norman B. Furnam, N. Y. *sa*

REFRIGERATION & AIR CONDITION INSTITUTE, Chicago. Agency: James R. Lunke & Associates, Chicago. *n*

REFRIGERATION & AIR CONDITIONING Corp., Youngstown, O. Agency: National Classified Adv. Agency, Youngstown. *sp t*

REGAL SHOE Co., New York. Agency: Cecil & Presbrey, N. Y. *sp*

REGIONAL ADVERTISERS, New York (gas association). Agency: McCann-Erickson, N. Y. *n*

REID, MURDOCH & Co., Chicago (Monarch foods). Agencies: Roy Alden & Associates, Los Angeles; Rogers & Smith Adv. Agency, Chicago. *sp sa*

RELIANCE MFG. Co., Chicago (Big Yank shirts). Agency: Mitchell-Faust Adv. Co., Chicago. *sp sa n*

REMAR BREAD Co., Oakland, Cal. Agency: Sidney Garfinkel Adv. Agency, San Francisco. *sp*

REMINGTON-RAND, Buffalo (Remington typewriters). Agencies: Leeford Adv. Agency, N. Y.; Franklin Bruck Adv. Corp., N. Y.; BBDO, N. Y. *n sp sa t*

REVERE CONSTRUCTION Co., Revere, Mass. (beach development). Agency: David Malkiel, Boston. *sa*

R. J. REYNOLDS TOBACCO Co. Winston-Salem (Camel cigarettes). Agency: Wm. Esty & Co., N. Y. *n sp*

RICHARDS GLASS Co., Toronto (Rolls Razor). Agency: A. McKim Ltd., Toronto. *sa*

RICHARDSON & ROBBINS, Dover, Del. (canned food). Agency: Charles W. Hoyt Co., N. Y. *sa sp n*

RICHFIELD OIL Corp. of N. Y. (petroleum products). Agency: Sherman K. Ellis & Co., N. Y. *sp*

RICHFIELD OIL Co., of California, Los Angeles (Richfield gas). Agency: Hixson-O'Donnell, Los Angeles. *n rn t ta sp*

RICHMAN BROS. Co., Cleveland (men's clothes). Agency: McCann-Erickson, Cleveland. *sa*

RIO GRANDE OIL Co., Los Angeles. Agency: Hixon-O'Donnell, Los Angeles. *n rn t sp*

RIO GRANDE VALLEY CITRUS EXCHANGE, Weslaco, Tex. (grapefruit). Agency: Leche & Leche Adv., Dallas. *ta sa*

RIT PRODUCTS Co., Chicago (Koolox shaving cream, dyes). Agency: Young & Rubicam, Chicago. *sp sa n ta*

RIVAL PACKING Co., Chicago (Rival dog food). Agency: Chas. Silver & Co., Chicago. *sp t sa*

RIVERBANK CANNING Co., Riverbank, Cal. (Madonna tomato paste). Agency: Sternfield-Godley, N. Y. *t sp sa*

ROBIN HOOD MILLS, Montreal. Agency: F. W. Fisher & Co., Montreal. *t*

DR. FRANK B. ROBINSON, Moscow, Id. (Psychiana). Agency: Izzard Co., Seattle. *t*

ROCK CITY TOBACCO Co., Quebec. Agency: N. W. Ayer, Toronto. *t*

ROMA WINE Co., Lodi, Cal. (Cella grape juice). Agency: James Houlihan Inc., San Francisco. *sp*

ROLEX WATCH Co., Toronto. Agency: E. W. Reynolds & Co., Toronto. *sa ta*

ROMA WINE Co., San Francisco. Agency: James Houlihan, San Francisco. *rn sp*

ROOS BROS., San Francisco. Agency: Emil Brisacher & Staff, San Francisco. *sp*

ROSARY HOUR, Buffalo. *rn*

ROSICRUCIANS ORDER, San Jose, Cal. (religious). Agency: Richard Jorgensen Adv., San Jose. *t*

DR. ROSS DOG & CAT FOOD Co.. Los Angeles. Agency: Howard Ray Adv. Agency, Los Angeles. *sa*

ROXY CUSTOM CLOTHES Corp., New York (men's wear chain). Agency: Peck Adv. Agency, N. Y. *sa sp*

ROYAL LACE PAPER WORKS, Brooklyn. Agency: Lawrence C. Gumbinner Adv. Agency, N. Y. *sa t*

ROYAL TYPEWRITER Co., New York. Agency: Buchanan Co., N. Y. *sp*

RULO Corp., Los Angeles (automotive device). Agency: Volney T. James & Associates, Los Angeles. *sp*

RUMFORD CHEMICAL WORKS, Providence, R. I. (baking powder). Agency: Atherton & Currier, N. Y. *rn sp sa t*

S

SAFEWAY STORES, Oakland, Cal. (grocery chain). Agencies: Lord & Thomas, Los Angeles (institutional); McCann-Erickson, San Francisco; (Lucerne milk) J. Walter Thompson Co., San Francisco. *n ta t sp sa*

SAHUARA CHEMICAL Co., Downey, Cal. (Say-Hura soapsuds). Agency: Advertising Arts Agency, Los Angeles. *sp*

ST. GERMAINE PRESS, Chicago (religious). Agency: Allied Adv. Agencies, Los Angeles. *t sp*

ST. LAWRENCE STARCH Co., Port Credit, Ont. (Beehive syrup). Agency: McConnell, Baxter & Eastman, Toronto. *rn sp*

H. SAKANOVSKY & SON, Chicago (Mary Ann silks). Agency: Selviair Bcstg. System, Chicago. *sa*

SALADA TEA Co. of Canada, Toronto. Agency: Thornton Purkis Adv. Agency, Montreal. *sp*

SALERNO-MEGOWEN BISCUIT Co., Chicago. Agency: Schwimmer & Scott, Chicago. *sp*

SALES AFFILIATES. New York (Loxol). Agency: Milton Weinberg Adv. Co., Los Angeles. *t n*

SALTESEA PACKING Co., Providence (clam chowder). Agency: Livermore & Knight Co., Providence. *sa sp*

SANTA FE TRAILWAYS. Los Angeles (bus service). *sp*

SARGENT & Co., Des Moines (feed). Agency: Fairall & Co., Des Moines. *sp*

SAWYER BISCUIT Co., Chicago. Agency: Shermonk-Ellis, N. Y. *sp*

F. & M. SCHAEFER BREWING Co., Brooklyn. Agency: BBDO, N. Y. *p*

S. A. SCHERER Corp., Los Angeles (auto loans). Agency: Smith & Bull Adv., Los Angeles. *sa*

SCHLITZ BREWING Co., Milwaukee (Schlitz beer). Agency: McJunkin Adv. Co., Chicago. *n sa t sp*

SCHLUDERBERG - KURDLE Co., Baltimore (meat products). Agency: Brown-Alexander, Baltimore. *sa*

S. A. SCHONBRUNN Co., New York (Medaglia d'Oro coffee). Agency: Panorella Agency, N. Y. *sp*

SCHWAB BROS. & BAER, New York (cigars). Agency: Gale Inc., N. Y. *sa*

SCHWAYDER BROS., Denver (Sampson card tables). Agency: Ruthrauff & Ryan, Chicago. *sp*

S. M. SCREATON & Co., Toronto (Hershey chocolates). Agency: Tandy Adv. Agency, Toronto. *sp*

SCUDDER FOOD PRODUCTS, Los Angeles (potato chips). Agency: Emil Brisacher & Staff, Los Angeles. *sa*

WM. S. SCULL Co., Camden (coffee). Agency: Ward Wheelock, Philadelphia. *sa*

SEABOARD AIRLINE RY., Norfolk. *sa*

SEABOARD FINANCE Co., Los Angeles. Agency: Smith & Bull Adv., Los Angeles. *sp.*

SEAL-TITE PRODUCTS Co., Los Angeles (varnish). Agency: Ivar F. Wallin Jr. & Staff, Los Angeles. *sp*

SEARS, ROEBUCK & Co., Chicago (retail). Agencies: Blackett - Sample - Hummert, Chicago; Mayers Co., Los Angeles (in Southern Calif.). *t n sa sp*

SEECK & KADE, New York (Pertussin). Agency: H. W. Kastor & Sons Adv. Co., Chicago. *ta*

SEE-MORE PRODUCTS Co., Chicago (venetian blind cleaner). Agency: T. R. Bauerle Adv. Agency, Chicago. *sa*

SEELEY RUPTURE EST., Chicago (Hernia method). Agency: Bozell & Jacobs, Chicago. *ta*

SEIDLITZ PAINT & VARNISH Co., Kansas City. Agency: Barrons Adv. Agency, Kansas City. *sa*

R. B. SEMLER Inc., New York (Kreml hair tonic). Agency: Erwin, Wasey & Co., N. Y. *n*

SERVEL SALES, New York (Electrolux refrigerators). Agency: BBDO, N. Y. *t n*

SERVICE LIFE INSURANCE Co., Omaha. Agency: Buchanan-Thomas Adv. Agency, Omaha. *sp*

SEVEN-UP BOTTLING Co., Philadelphia (soft drink). Agency: Philip Klein, Philadelphia. *sa t n rn*

SEWALL PAINT & VARNISH Co., Kansas City, Mo. Agency: Beaumont & Hohman, Kansas City.

SHASTA RETREAT MINERAL WATER Co., Dunsmuir, Cal. *sa*

W. A. SHEAFFER PEN Co., Fort Madison, Ia. (fountain pens). Agency: Russell M. Seed Co., Chicago. *sp t sa*

SHEFFIELD FARMS Co., New York (dairy products). Agency: N. W. Ayer & Son, N. Y. *t sp sa*

SHELL UNION OIL Corp., New York (Shell gasoline). Agency: J. Walter Thompson Co., N. Y. *n sa*

SHERWIN-WILLIAMS Co., Cleveland (paint). Agencies: Warwick & Legler, N. Y.; T. J. Maloney, N. Y. *n sa sp*

SHERWOOD BROTHERS, Baltimore (Betholine). Agency: Van Sant, Dugdale & Co., Baltimore. *sa ta*

SIGNAL OIL & GAS Co., Los Angeles. Agency: Logan & Stebbins, Los Angeles. *rn*

SILVER FOAM GRANULATED SOAP Co., Los Alamitos, Cal. Agency: Howard Ray Adv. Agency, Los Angeles. *sp*

SIMONIZ Co., Chicago (auto polish). Agency: George H. Hartman Co., Chicago. *sp t*

SINCLAIR MFG. Co., Toledo (H & H cleaner). Agency: John H. Dunham Co., Chicago. *sp*

SINCLAIR REFINING Co., New York (H-C gasoline, etc.). Agency: Federal Adv. Agency, N. Y. *n sp*

ALBERT H. SINGER FUR Co., New York. Agency: Green-Brodie, N. Y. *sa*

SI-NOSE LABORATORIES, Chicago (sinus, catarrh, hayfever treatment).

SITROUX IMPORTING Co., New York (sanitary napkins). Agency: Franklin Bruck Adv. Corp., N. Y. *sp*

SKELLY OIL Co., Kansas City (gasoline & Oil). Agency: Blackett-Sample-Hummert, Chicago. *t rn*

SKIDOO Co., Columbus (cleanser). Agency: Jaap-Orr Co., Cincinnati. *sa*

SKINNER MFG. Co., Omaha (Skinner's raisin bran). Agency: H. W. Kastor & Sons Adv. Co., Chicago. *sp ta sa t*

SKRUDLAND PHOTO SERVICE, Chicago. Agency: Northwest Radio Adv. Co., Seattle. *sp*

D & L SLADE Co., New York (spices). Agency: H. B. LeQuatte Inc., N. Y. *sa*

SLATER SHOE Co., Montreal. Agency: A. McKim Ltd., Toronto. *sp*

SLEETEX Co., New York (auto accessories). Agency: Pickard Adv. Agency, N. Y. *sa sp*

SLIDE FASTENERS, New York. Agency: G. Lynn Sumner Co., N. Y. *sp rn*

SMITH BROTHERS Co., Poughkeepsie, N. Y. (cough drops). Agency: Brown & Tarcher, N. Y. *n sa*

SMITH-DOUGLAS Co., Norfolk, Va. (fertilizer). Agency: Lawrence Fertig & Co., N. Y. *t*

SNIDER PACKING Corp., Rochester (catsup, etc.). Agency: Chas. W. Hoyt Co., N. Y. *sp*

SOCONY-VACUUM OIL Co., New York (Mobilgas & Mobiloil). Agency: J. Stirling Getchell, N. Y. *n rn sa t sp*

SOILOFF MFG. Co., Glendale, Cal. (paint cleaner). Agency: Hillman-Shane Adv., Los Angeles. *sa sp ta rn*

SOUTHERN COTTON OIL Co., New Orleans (Scoco). Agency: Fitzgerald Adv. Agency, New Orleans. *sa*

SOUTHERN DAIRIES, Washington, D. C. (ice cream). Agency: McKee & Albright, Philadelphia. *sa*

SOUTHWESTERN DRUG Corp., Dallas (wholesale drugs). *sp*

SOVEREIGN LIFE ASSURANCE Co., Toronto. *sa*

SPARKLETTS DRINKING WATER Corp., Los Angeles (bottled water). Agency: Lockwood-Shackelford Adv. Agency, Los Angeles.

SPERRY FLOUR Co., San Francisco (flour, cereals). Agency: Westco Adv. Co., San Francisco. *rn sp t*

SPURRWAY MFG. Co., Los Angeles. Agency: Lou Landfield Agency, Los Angeles. *sp*

STANBACK MEDICINE Co., Salisbury, N. C. (remedy). Agency: J. Carson Brantley Adv. Agency, Salisbury, N. C. *rn sp sa t*

STANCO Inc., New York (Flit). Agency: McCann-Erickson, N. Y. *sa*

STANDARD AIR CONDITIONING, New York. Agency: BBDO, N. Y. *sa*

STANDARD BRANDS, New York (Fleischmann, Chase & Sanborn, etc.). Agency: J. Walter Thompson Co., N. Y.; (Royal baking powder), McCann-Erickson, N. Y. *n sp t*

STANDARD BRANDS Ltd., Montreal (food products). Agency: J. Walter Thompson Co., Montreal. *n sp*

STANDARD CHEMICAL MFG. Co., Omaha (stock remedies). Agency: Buchanan-Thomas Adv. Co., Omaha. *sa*

STANDARD CIGAR Co., Pittsburgh (Dry Slitz cigars). Agency: Gardner-Rothschild, N. Y. *sa*

STANDARD MILLING Co., Chicago (Ceresota flour). Agency: Leo Burnett Co., Chicago. *sa t*

STANDARD OIL Co., of California, San Francisco. Agency: McCann-Erickson, San Francisco. *rn*

STANDARD OIL Co. of N. J., New York. Agency: Marschalk & Pratt, N. Y. *sp t n*

STANDARD OIL Co. of Ohio, Cleveland. Agency: McCann-Erickson, Cleveland. *sp sa t*

STANDARD RICE Co., Houston (White House rice). Agency: Rogers-Gano Adv. Agency, Houston. *sp*

STANDARD VITAMIN Corp., New York (Candicod). Agency: Peck Adv. Agency, N. Y.

STANFIELDS Ltd., Toronto (underwear). Agency: Richardson & McDonald, Toronto. *sa*

STAR OUTFITTING Co., Los Angeles. Agencies: Allied Adv. Agencies, Los Angeles; Gerald J. Norton Adv. Agency, San Francisco. *sp rn sa*

STATE MILL & ELEVATOR Co., Grand Forks, N. D. (Dakota Maid flour). *rn*

FREDERICK STEARNS & Co., Detroit (Astringosol). Agency: Erwin, Wasey & Co., N. Y. *t*

STEELCOTE MFG. Co. of Canada, Toronto (paint). Agency: Benison Co., Toronto. *sa*

STEEM ELECTRIC IRON Co., St. Louis (steam irons). Agency: Schwimmer & Scott, Chicago.

STEIN BROS., New York (clothing chain store). *sa*

STEPHANO BROS., Philadelphia (Marvel cigarettes). Agency: Aitkin-Kynett Co., Philadelphia. *sp*

STERLING ALE BREWERS, Evansville, Ind. Agency: Ruthrauff & Ryan, Chicago. *sp*

STERLING CASUALTY INSURANCE Co., Chicago (Penny-A-Day insurance). Agency: Presba, Fellers & Presba, Chicago. *sp sa rn*

STERLING PRODUCTS, New York (Bayer aspirin, etc.). Agencies: (Haleys M-O) Blackett-Sample-Hummert, Chicago; Cramer-Krasselt Co., Milwaukee. Stack-Goble Adv. Agency, Chicago. *n t sp*

STEVENS HOTEL, Chicago. Agency: Maxon Inc., Detroit. *sa ta*

STEWART-WARNER Corp., Chicago (refrigerators, radios, auto accessories). Agency: Hays MacFarland & Co., Chicago. *n*

STEWART-WARNER SALES Co., Toronto (radio division). Agency: E. W. Reynolds & Co., Toronto. *t*

STOKELEY BROS. & Co., Indianapolis (Van Camp food). Agency: Raymond R. Morgan Co., Hollywood. *t*

STONER'S SHOE STORES, Los Angeles. Agency: Ruth Hamilton & Associates, Los Angeles. *sa*

F. A. STUART Co., Marshall, Mich. (dyspepsia tablets). Agency: Benson & Dall, Chicago. *sp*

STRAUS & SCHRAM Co., Chicago (furniture). Agency: Schwimmer & Scott, Chicago. *sp*

STREITMANN BISCUIT Co., Cincinnati. Agency: Harry M. Miller Inc., Cincinnati. *sp*

STUDEBAKER SALES Corp. of America, South Bend, Ind. (autos). Agency: Roche, Williams & Cunnyngham, Chicago. *n sa sp t*

SUCHER BROS., Detroit (coal and oil). Agency: Simons-Michelson Co., Detroit. *sa*

R. G. SULLIVAN, Manchester, N. H. (7-20-4 cigars). Agency: Broadcast Advertising, Boston. *sa*

SUN OIL Co., Philadelphia (Sunoco motor oils). Agencies: Roche, Williams & Cunnyngham, Chicago; (insecticides), Stewart-Jordan Co., Philadelphia. *n sa t ta*

SUNLIGHT SOAP Co., Toronto. Agency: J. J. Gibbons, Toronto. *sa*

SUPERIOR SEA FOOD Co., Los Angeles (Seafresh food). Agency: Hillman-Shane Adv. Agency, Los Angeles. *sa*

SUPPLEE-WILLS-JONES MILK Co., Philadelphia. Agency: N. W. Ayer & Son, Philadelphia. *t*

SURE LABORATORIES, Chicago (breath purifier). Agency: Selviair Broadcasting System, Chicago. *sp ta sa*

SUR-WAY SALES Co., Los Angeles (electric hairbrush). *ta*

SUSSMAN, WORMSER & Co., San Francisco (S & W food). Agency: Emil Brisacher & Staff, San Francisco. *sp rn*

SWIFT & Co., Chicago (meat, Vigoro dairy products). Agencies: J. Walter Thompson Co., Chicago; Stack-Goble Adv. Agency, Chicago; Blackett-Sample-Hummert, Chicago (Brookfield cheese). *n rn sp t sa*

SWISS FABRIC GROUP, New York. *sp*

T

TABEX Corp., Chicago (facial pads & nail polish). Agency: MacDonald-Potter, Chicago. *t*

G. TAMBLYN Ltd., Toronto (chain drugs). Agency: Associated Broadcasting Co., Toronto. *sp*

TASTYEAST Inc., Trenton, N. J. (Tastyeast). Agency: Peck Adv. Agency, N. Y. *sp n*

TEA GARDEN PRODUCTS Co., San Francisco. Agency: Botsford, Constantine & Gardner, San Francisco. *n*

TEA MARKET EXPANSION BUREAU, Toronto. Agency: Baker Adv. Agency, Toronto. *sa*

TEMPLETON'S Ltd., Toronto (T. R. C. Raz-Mah). Agency: Associated Bcstg. Co., Toronto. *t*

TEXAS WEEKLY, Dallas (publication). *rn*

TEXAS Co., New York (Texaco gasoline). Agency: Buchanan & Co., N. Y. *n sp sa t*

TEXAS TEXTILE MILLS, Dallas. *sp rn*

TEXTILE CORP. OF AMERICA, New York (rug cushions). Agency: Campbell-Lampee, N. Y. *sp*

TIDEWATER ASSOCIATED OIL Co., New York (Veedol & Tydol). Agencies: Lennen & Mitchell, N. Y.; Lord & Thomas, San Francisco. *n sp sa*

TILLAMOOK COUNTY CREAMERY ASS'N, Tillamook, Ore. (dairy products). Agency: Botsford Constantine & Gardner, Portland, Ore. *rn*

TIME Inc., New York (magazines, newsreel). Agency: BBDO, N. Y. *n*

TIME-TESTED LABORATORIES, Cleveland (paint). Agency: Meldrum & Fewsmith, Cleveland. *sp t*

TIP TOP TAILORS, Toronto. Agency: McConnell, Eastman, Toronto. *sa sp*

TIVOLI BREWING Co., Detroit. Agency: MacManus, John & Adams, Detroit. *rn sp*

TREE SWEET PRODUCTS Co., Los Angeles. Agency: Raymond R. Morgan Co., Hollywood. *rn sa sp*

TREMS Inc., St. Louis (proprietary). Agency: Kelly, Stuhlman & Zahrndt, St. Louis. *ta*

HARRY JAY TREU, New York (furrier). Agency: Gussow, Kahn & Co., N. Y. *sa*

JOHN F. TROMMER Inc., Brooklyn (beer). Agency: Federal Adv. Agency, N. Y. *sp sa*

TRUAX-TRAER COAL Co., Chicago. Agency: Harry V. Miles & Associates, Cincinnati. *sp*

TRULY WARNER STORES Corp., New York (men's wear). Agency: Donahue & Co., N. Y. *sa sp*

TUCKETT Ltd., Hamilton, Ont. (Buckingham cigarettes). Agency: McLaren Adv. Co., Toronto. *t*

TYLER COMMERCIAL COLLEGE, Tyler, Tex. *sa*

U

UDDO Co., New York (Bella Sicilia olive oil). Agency: J. Franklin Viola, N. Y. *t*

UDGA Inc., St. Paul (stomach tablets). Agency: Guenther-Bradford & Co., Chicago.

UNCLE SAM BREAKFAST FOOD Co., Omaha. Agency: Bozell & Jacobs, Omaha. *sp*

UNDERWOOD-ELLIOTT-FISHER, Toronto (office equipment). Agency: J. J. Gibbons, Toronto. *sp*

UNION OIL Co. of Cal., Los Angeles (Aristo oil). Agency: Lord & Thomas, Los Angeles. *ta sa rn sp*

UNION PACIFIC STAGES, Omaha (bus). Agency: Beaumont & Hohman, Omaha. *sp*

UNION PACIFIC SYSTEM, Omaha (rail transportation). Agencies: Caples Co., Chicago; Ernest Bader & Co., Omaha; L. S. Gillham Co., Salt Lake City (Utah, Idaho, Montana). *sp sa t*

UNITED AIR LINES, Chicago (air transportation). Agency: J. Walter Thompson Co., Chicago. *sp t ta sa*

UNITED BISCUIT Co., Chicago. Agencies: Neisser-Meyerhoff, Chicago; Sherman K. Ellis, Chicago. *rn*

UNITED DRUG Co., Boston (Rexall and Puretest drug products). Agency: Street & Finney, N. Y. *n rn sa t ta sp*

U. S. INDUSTRIAL ALCOHOL Co., New York (anti-freeze). Agency: Lambert & Feasley, N. Y. *sp*

U. S. PRODUCTS Corp., San Jose (Signet fruit). Agency: Long Adv. Service, San Jose. *sp*

UNITED STATES RUBBER Co., New York (tires). Agency: Campbell-Ewald Co. of N. Y. *sa n t*

UNITED STATES TOBACCO Co., New York (Dill's mixture). Agency: Arthur H. Kudner, N. Y. *n t*

UNITY SCHOOL OF CHRISTIANITY, Kansas City. *sp*

UNIVERSAL CAMERA Corp., New York. Agency: Austin & Spector Co., N. Y. *sp*

UNIVERSAL MILLS, Fort Worth (Red Chain Feeds, Gold Chain flour). Agency: Albert Evans & LeMay Adv. Agency, Fort Worth. *sp*

UNIVEX CAMERA Co., New York. Agency: Simons-Michelson Co., Detroit. *sp sa*

UTILITIES ENGINEERING INSTITUTE, Chicago (air conditioning courses). Agency: First United Broadcasters, Chicago. *sp t sa*

V

VADSCO SALES Corp., New York (cosmetics). Agencies: Albert M. Ross, N. Y.; (Quinlax) Lawrence C. Gumbinner Adv. Agency, N. Y. *n sp t*

VARADY OF VIENNA, Chicago (cosmetics). Agency: Baggaley, Horton & Hoyt, Chicago. *n sp t*

VENDOL Co., Baltimore (proprietary). Agency: L. A. Sandlass Co., Baltimore. *sa*

VERIBEST SPECIALTY Co., Toronto (soft drink powder). Agency: Tandy Adv. Agency, Toronto. *sa*

VICK CHEMICAL Co., Greensboro, N. C. (Vick's Voratone, Vaporub, Vatronol). Agency: Morse International, N. Y. *n sa t*

VOCATIONAL SERVICE, Boston (air conditioning, diesel, aircraft course). Agency: H. L. Moore Co., Boston. *rn*

VOCATIONAL SERVICE, Chicago (instruction). Agency: Roy H. Alber, Los Angeles. *sp t*

W

WADHAMS OIL Co., Milwaukee. Agency: Scott-Telander Adv. Agency, Milwaukee. *sp*

WADSWORTH-HOWLAND & Co., Malden, Mass. Agency: J. Stirling Getchell, N. Y. *ta t*

WAITT & BOND, Newark (Blackstone, etc., cigars). Agency: BBDO, N. Y. *rn sp*

WALGREEN Co., Chicago (chain drug stores). *sp sa*

WALKER-GORDON LABORATORY Co., Plainsboro, N. J. (acidophilus milk). Agency: Young & Rubicam, N. Y. *sp sa*

WALKER REMEDY Co., Waterloo, Ia. (Walko poultry remedy). Agency: Weston-Barnett, Waterloo, Ia. *sa ta*

MAURICE J. WALSH Ltd., Toronto (Diamonds). Agency: MacLaren Adv. Co., Toronto. *t*

HENRY K. WAMPOLE & Co., Toronto (cod liver oil). Agency: Ronalds Adv. Agency, Toronto. *sa sp t*

WANDER Co., Chicago (Ovaltine). Agency: Blackett-Sample-Hummert, Chicago. *n t sa*

WARD BAKING Co., New York (Ward baking products). Agency: Sherman K. Ellis, N. Y. *n sp ta*

WM. R. WARNER Co., New York (Sloan's Liniment & Vince). Agency: Cecil, Warwick & Legler, N. Y. *n t*

WARREN BAKING Co., Warren, Pa. Agency: W. E. Long Co., Chicago. *t*

WARSAW BREWING Co., Warsaw, Ill. Agency: direct. *sp*

WASEY PRODUCTS, New York (Zemo, Musterole, Barbasol, Kreml, etc.). Agency: Erwin, Wasey & Co., N. Y. *n sp*

G. WASHINGTON COFFEE REFINING Co., Morris Plains, N. J. (G. Washington coffee). Agency: Cecil & Presbrey, N. Y. *n t sp*

WASHINGTON COOP. EGG & POULTRY ASSN., Seattle (canned chicken). Agency: Birchard Co., Seattle. *sp*

WASHINGTON STATE APPLE GROWERS, Seattle. Agency: J. Walter Thompson Co., Seattle. *sa ta sp*

WASHINGTON STATE PROGRESS COMMISSION, Olympia. Agency: Washington State Adv. Agency, representing affiliated services of Strang & Prosser, Seattle, Western Agency, Seattle, and Syverson-Kelley, Spokane.

WATCHTOWER BIBLE SOCIETY, Brooklyn (Judge Rutherford's talks). Agency: Acorn Adv. Agency, N. Y. *rn sp t n*

R. L. WATKINS Co., New York (Dr. Lyons toothpowder, etc.). Agency: Blackett-Sample-Hummert, N. Y. *n sp t*

THOS. J. WEBB Co., Chicago (coffee). Agency: George H. Hartman Co., Chicago. *sp*

WEBSTER-EISENLOHR, New York (Girard cigars). Agency: N. Y. Ayer & Son, Philadelphia. *sp sa t*

WECO PRODUCTS Co., Chicago (Dr. West's toothbrushes). Agency: J. Walter Thompson Co., Chicago. *n sa sp t*

WELCH GRAPE JUICE Co., Westfield, N. Y. (grape juice). Agency: H. W. Kastor & Sons Adv. Co., Chicago. *n sa t ta sp*

WERNET DENTAL MFG. Co., New York (Polident). Agency: Husband & Thomas, N. Y. *sp*

WESSON OIL & SNOWDRIFT Co., New Orleans (Wesson salad oil, etc.). Agencies: Fitzgerald Adv. Agency, New Orleans; Calkins & Holden, N. Y. *n rn sa sp*

WEST DISINFECTING Co., Long Island City. Agency: Moser & Cotins, N. Y. *sp*

WEST END BREWING Co., Utica, N. Y. Agency: Compton Adv., N. Y. *sa*

GEORGE WESTON Ltd., Toronto (biscuits). Agency: Richardson & MacDonald Adv. Service, Toronto. *sp*

WESTERN BAKERS OF AMERICA, Los Angeles. Agency: Scholtz Adv. Agency, Los Angeles. *rn*

WESTERN CANADA FLOUR Co., Toronto. Agency: A. McKim Ltd., Toronto. *rn t*

WESTERN FOUNDRY Co., Wingham, Ont. (Maitland stoves). *sp*

WESTERN GROCER Co., Marshalltown, Ia. Agency: Coolidge Adv. Co., Des Moines. *sp*

WESTERN GROWERS PROTECTIVE ASSN., Los Angeles (vegetables). Agency: J. Walter Thompson Co., Los Angeles. *sa*

WESTERN STOPPER Co., San Francisco (bottle stoppers). Agency: Gerth-Knollin Adv. Agency, San Francisco. *sp*

WETHERBY-KAYSER SHOE Co., Los Angeles (chain). Agency: Logan & Stebbins, Los Angeles. *sp*

WHEATENA Co., Rahway, N. J. (cereal). Agency: Rohrabaugh & Gibson Adv. Agency, Philadelphia. *n t*

WHEELING STEEL Corp., Wheeling, W. Va. (institutional). *n*

WHITE KING SOAP Co., Los Angeles. Agency: Raymond R. Morgan Co., Los Angeles. *sa t rn*

WHITE LABORATORIES, New York (proprietary). Agency: Wm. Esty & Co., N. Y. *sa sp*

WHITE PINE BUREAU, Toronto. Agency: Associated Brdg. Co., Toronto. *t*

WILBERT PRODUCTS, New York (shoe polish). Agency: W. I. Tracy, N. Y. *sp*

WILLARD TABLET Co., Chicago (proprietary). Agency: First United Broadcasters, Chicago. *sp sa t*

J. B. WILLIAMS Co., Glastonberry, Conn. (shaving soap & toilet prep.). Agency: J. Walter Thompson Co., N. Y. *sp n*

WILLIAMS S. L. K. LABORATORIES, Los Angeles (Rux). Agency: General Adv. Agency, Los Angeles. *rn*

WILLIAMSON CANDY Co., Chicago (Oh Henry candy bars). Agency: John H. Dunham Co., Chicago. *ta sa*

PAGE WILLIAMSON Inc., Charlotte, N. C. (Duo-Therm heaters). *t*

WILMINGTON TRANSPORTATION Co., Avalon, Santa Catalina Island, Cal. Agency: Neisser-Meyerhoff, Los Angeles. *sp*

WILSHIRE OIL Co., Los Angeles. Agency: Dan B. Miner Co., Los Angeles. *sp sa t*

WINCHARGER Corp., Sioux City, Ia. (farm generators). Agency: E. H. Brown Adv. Agency, Chicago. *ta t*

WINSTON & NEWELL Co., Minneapolis (IGA stores). Agency: Hutchinson Adv. Co., Minneapolis. *sp*

JOHN H. WOODBURY Co., Cincinnati (soap). Agency: Lennen & Mitchell, N. Y. *n*

WORKMAN PACKING Corp., San Francisco. Agency: Tomaschke-Elliott, Oakland. *sa*

WM. WRIGLEY Jr. Co., Chicago (chewing gum). Agencies: Neisser-Meyerhoff, Chicago; Francis Hooper Adv. Agency, Chicago. *n*

ALLEN B. WRISLEY DISTRIB. Co., Chicago (Oliv-I-Lo soap). Agency: Behel & Waldie, Chicago. *sp*

MAX WULFSOHN Inc., New York (Temu soap). Agency: Lester Harrison Associates. *sp*

RUDOLPH WURLITZER MFG. Co., N. Tonawanda, N. Y. (musical instruments). Agency: Schwimmer & Scott, Chicago. *t sp*

WYETH CHEMICAL Co., New York (Jad Salts). Agency: Blackett-Sample-Hummert, N. Y. *sp n*

Z

ZANOL PRODUCTS Co., Cincinnati. Agency: Presba, Fellers & Presba, Chicago. *sp*

ZENITH RADIO Corp., Chicago (receivers). Agencies: J. Walter Thompson Co., Chicago; Hays MacFarland & Co., Chicago (Wincharger). *sa n sp*

ZERBST PHARMACAL Co., St. Joseph, Mo. (proprietary). Agencies: Barrons Adv. Co., Kansas City; Ruthrauff & Ryan, N. Y. *sa*

GEO. ZIFFERBLATT & Co., Philadelphia (Habanello cigars). Agency: May Adv., Philadelphia. *sa*

REV. JOHN ZOLLER, Detroit. Agency: Aircasters, Detroit. *sp n*

ZONITE PRODUCTS, New York (Larvex). Agency: McCann-Erickson, N. Y. *sp sa*

Directory of
Major Canadian Advertising Agencies and Radio Executives

Agency	City	Address Telephone Number	Executives In Charge of Radio
Ardiel Adv. Agency Ltd.	Toronto 2, Ont.	137 Wellington St. W. Adelaide 4994	J. W. Nichols
	Oakville, Ont.	 1016	W. A. Chant
Benwell Atkins Ltd.	Vancouver, B. C.	413 Granville St. Seymour 2361	....
N. W. Ayer & Son of Canada Ltd.	Toronto, Ont.	Victory Bldg. Adelaide 6156	John F. Graydon
	Montreal, Que.	Sun Life Bldg. Plateau 6886	J. F. Graydon
Baker Adv. Agency Ltd.	Toronto, Ont.	199 Bay St. Adelaide 2171	W. Nicholas M. A. Benson
	Winnipeg, Man.	600 Great West Permanent Bldg. 92-626	J. Hurler
Benison Adv. Agency	Montreal, Que.	Canada Cement Bldg. Plateau 6666	Lionel Benison
	Toronto 2, Ont.	Imperial Bank Bldg. Adelaide 2301	E. V. Hammond
	Vancouver, B. C.	317 Royal Bank Bldg. Trinity 306	V. Irons
Duncan S. Blaikie Adv. Agency Ltd.	Montreal, Que.	1411 Crescent Marquette 9356	A. M. Blaikie
Broadcast Adv. Service	Toronto, Ont.	96 Roseneath Gardens Kenwood 5841	John J. Murray
Broadcast Programs	Calgary, Alberta	2nd Ave. at 6th St. W. M 7373	....
W. J. Brown & Associated	Edmonton, Alta.	111 Revillon Bldg. 22522	....
Canadian Adv. Agency Ltd.	Montreal, Que.	1050 Beaver Hall Hill Plateau 8046	L. E. Schofield
	Toronto, Ont.	100 Adelaide St. W. Waverley 3261	L. D. Jamieson
	Paris, France	13 de Marivaux St.	....
Canadian Broadcast Co.	Montreal, Que.	1231 St. Catherine St. W. Harbour 8875	....
Canadian Broadcast Service	Vancouver, B. C.	207 W. Hastings Trinity 1815	....
Clarke Adv. Service	Victoria, B. C.	625 Fort Empire 9613	....
Cockfield-Brown & Co. Ltd.	Montreal, Que.	Canada Cement Bldg. Harbour 4171	H. R. Conway
	Toronto 2, Ont.	Metropolitan Bldg. Elgin 9201	C. W. McQuillin
	Vancouver, B. C.	Royal Bank Bldg. Trinity 2588	J. V. Brock
	Winnipeg, Man.	Electric Railway Chambers 97-068	H. Lavender
	London, W.C.2, England	Brettenham House, Lancaster Place	Eric Choyce
Dairy Products Advertising	Toronto, Ont.	331 Bay Street Adelaide 2955	Miss Florence Fowler
D'Arcy Adv. Co.	Toronto, Ont.	90 Broadview Gladstone 4651	G. P. Altenbernd
A. J. Denne & Co. Ltd.	Toronto 2, Ont.	80 King St. W. Elgin 3444	Miss F. M. Wright
Desbarats Adv. Agency Ltd.	Montreal, Que.	1184 St. Catherine St. W. Plateau 5025	....
Ellis Advertising Co.	Toronto 2, Ont.	465 Bay Street Adelaide 6101	J. W. Culliner A. A. Muter
Sherman K. Ellis & Co. Ltd.	Toronto, Ont.	C. P. R. Bldg. Adelaide 3051	R. W. Ashcroft
Ferres Adv. Service	Hamilton, Ont.	36 James St. S. 7-1884	....
Financial Adv. Co. of Canada Ltd.	Montreal, Que.	651 Craig St. W. Lancaster 2139	Sam Ghent
	Toronto 2, Ont.	226 Bay St. Elgin 7204	Chas. R. McCarthy
James Fisher Co. Ltd.	Toronto, Ont.	204 Richmond St. W. Waverley 8091	W. R. Johnston
	Montreal, Que.	Confederation Bldg. Lancaster 1205	H. V. Petersen
Harry E. Foster Agencies Ltd.	Toronto, Ont.	210 Dundas St. W. Elgin 2134	Harry E. Foster
J. J. Gibbons Ltd.	Toronto 2, Ont.	159 Bay St. Elgin 2111	Miss Betty McCracken J. J. Gibbons
	Montreal, Que.	Dominion Square Bldg. Harbour 6027	H. M. Reid
	Vancouver, B. C.	Province Bldg. Seymour 6324	Leander Manley
	Edmonton, Alb.	Agency Bldg. 27-512	J. H. Fulton
	Calgary, Alb.	Lancaster Bldg. M 5437	R. G. Smith
	Regina, Sask.	Leader-Post Bldg. 6-141	E. G. Macpherson
	Winnipeg, Man.	Scott Bldg. 97-373	G. Hunter
	London, Eng.	22 Old Queen St., Westminister	Lt.-Col. H. A. Moore
F. H. Hayhurst Co. Ltd.	Toronto, Ont.	38 King St. W. Adelaide 7418	W. P. Hayhurst
	Montreal, Que.	1405 Peel St. Belair 3666	E. A. Goodeve
L. J. Heagerty & Assoc. Ltd.	Toronto 2, Ont.	McKinnon Bldg. Adelaide 0366	L. J. Heagerty
C. A. Allen Heeney Ltd.	Vancouver, B. C.	789 W. Pender Seymour 1788	....
Archie Hunter	Victoria, B. C.	1216 Government Empire 2011	....
Roy A. Hunter	Vancouver, B. C.	710 Seymour Trinity 4503	....
Hutchins Adv. Co. of Canada Ltd.	Toronto, Ont.	330 Bay St. Waverley 5311	John Bennett
Industrial Adv. Agency, Ltd.	Toronto, Ont.	59 Spadina Ave. Waverley 4555	G. M. Smith
Russell T. Kelley Ltd.	Hamilton, Ont.	150 Main St. E. 2-1155	R. T. Kelley
Kenyon & Eckhardt	Montreal	Sun Life Bldg.	Dexter Schnebly
Clark Locke Ltd.	Toronto	Harbour Commission Bldg. Elgin 6271	Crawford U. Hall
Lord & Thomas of Canada Ltd.	Toronto 2, Ont.	67 Yonge St. Waverley 1151	W. M. Mills
	Montreal, Que.	Dominion Square Bldg. Pleateau 7924	C. D. Dennis
Harold C. Lowrey	Toronto 2, Ont.	36 Toronto St. Waverley 4050	Harold C. Lowrey
McConnell & Eastman Ltd	London, Ont.	Huron & Erie Bldg. Metcalf 544	T. H. Yull
	Toronto 2, Ont.	254 Bay St. Adelaide 7004	E. Gould
	Montreal, Que.	1010 St. Catherine St. W. Plateau 1146	W. D. Moffatt
	Vancouver	789 West Pender Seymour 1788	C. A. Allen Heeney
	Winnipeg, Man.	Confederation Life Bldg. 95-757	D. C. Coutts
A. McKimm Ltd.	Montreal, Que.	Confederation Bldg. Lancaster 5192	E. W. Brodie
	Toronto, Ont.	320 Bay St. Elgin 5351	Don Henshaw
	Winnipeg, Man.	Royal Bank Bldg. 97-627	A. A. Brown
	Vancouver, B. C.	Province Bldg. Seymour 3435	F. S. Auger
	Halifax, N. S.	Dennis Bldg. B-6917	W. J. McKay
	London, W.C.2, England	376 Strand	D. E. Longmore
MacLaren Adv. Co. Ltd.	Toronto 2, Ont.	372 Bay St. Elgin 0321	C. M. Pasmore
	Calgary, Alb.	Union Bldg. M 4560	Martin H. MacKay
	Montreal, Que.	Dominion Square Bldg. Plateau 9556	Walter P. Downs
	Vancouver, B. C.	198 W. Hastings Trinity 843	G. W. Stevens
	Winnipeg, Man.	Lindsay Bldg. 26-622	Walter Henderson
	Regina, Sask.	200 Leader Bldg.	R. Wilson

Canadian Agencies Handling Radio

Agency	City	Address Telephone Number	Executives In Charge of Radio
Metropolitan Broadcasting Service Ltd.	Toronto, Ont.	210 Dundas St. W. Adelaide 0393	Ken Soble
Norris-Patterson Ltd.	Toronto, Ont.	105 Bond St. Elgin 8461	A. Jarvis
	Montreal, Que.	University Tower Bldg. Harbour 3256	C. W. Davis
	Ottawa, Ont.	Journal Bldg. Queen 1095	M. Graham
	Edmonton, Alb.	Richardson Bldg. 25-326	E. H. Stutchbury
	Saint John, N. B.	Bank of Montreal Bldg. 3-3478	P. N. Woodley
	Vancouver, B. C.	Province Bldg. Trinity 931	W. D. M. Patterson
	Winnipeg, Man.	Curry Bldg. 93-833	H. C. Skinner
Margaret Pennell	Toronto 2, Ont.	Harbour Commission Bldg. Elgin 2079	Miss Margaret Pennell
Thornton Purkis	Toronto 2, Ont.	Northern Ontario Bldg. Adelaide 6221	T. Purkis
	Montreal, Que.	231 St. James St. W. Harbour 6988	W. T. Purkis
Radio Advertisters Ltd.	Toronto, Ont.	66 Highland Ave. Hyland 5960	Miss M. I. Plaxton
Radio Publicity and Adv. Co.	Toronto, Ont.	43 Scott St. Adelaide 2915	R. Ward Dickson
Edward W. Reynolds & Co. Ltd.	Toronto 2, Ont.	Yardley House Waverley 6157	J. M. Bowman
Richardson & MacDonald Adv. Agency Ltd.	Toronto 2, Ont.	71 Richmond St. W. Adelaide 6218	Frank Dennis
	Montreal, Que.	376 Craig St. W. Harbour 1245	C. S. Richardson
Ronalds Adv. Agency Ltd.	Montreal, Que.	Keefer Bldg. Plateau 4803	E. M. Putnum
	Toronto, Ont.	New Wellington Bldg. Adelaide 0237	R. J. Avery
R. C. Smith & Son Ltd.	Toronto 2, Ont.	80 King St. W. Elgin 9396	G. A. Phare Miss M. A. Stoakley
Stevenson & Scott Ltd.	Montreal, Que.	660 St. Catherines St. W. Harbour 4131	F. E. Scott
	Toronto, Ont.	100 Adelaide St. W. Adelaide 1166	D. L. Reburn Hal Watson
Stewart-McIntosh Ltd.	Vancouver, B. C.	198 W. Hastings Trinity 5437	....
Stutchbury Adv.	Edmonton, Alta.	Richardson Bldg. 25-326	....
Tandy Adv. Agency Ltd.	Toronto 2, Ont.	204 Richmond St. W. Adelaide 6862	J. P. Hamilton
	Montreal, Que.	Dominion Square Bldg. Marquette 7794	E. E. C. Jackson
	Toronto 2, Ont.	80 Richmond St. W. Waverley 2648	A. F. Head H. Lindsay Miss N. Gibb
United Radio Adv. Agency	Toronto, Ont.	14 McCaul St. Adelaide 2772	John Part
Vickers & Benson Ltd.	Montreal, Que.	Keefer Bldg. Plateau 5051	H. G. Gonthier
	Toronto, Ont.	Reford Bldg. Waverley 1603	D. F. Benson
Wallace Adv. Ltd.	Halifax, N. S.	Roy Bldg. B 7557	F. R. Wallace
Walsh Adv Co. Ltd.	Windsor, Ont.	Guaranty Trust Bldg. 3-2416	W. A. McGuire
	Toronto 2, Ont.	80 Richmond St. W. Adelaide 3055	R. E. S. Green
Whitehall Broadcasting Ltd.	Montreal, Que.	Dominion Square Bldg. Lancaster 6500	W. Vic George
Young & Rubicam Ltd.	Montreal, Que.	702 University Tower Plateau 4691	L. Arbuthnot
	Toronto 2, Ont.	80 King St. W. Elgin 0397	C. F. Goodman

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For the 50 KW *station*

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232-C

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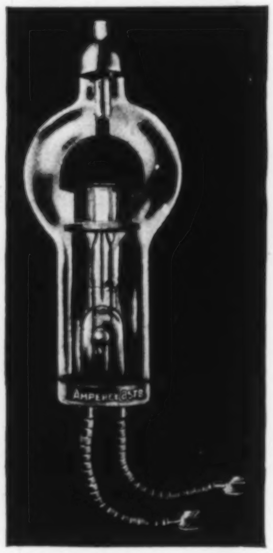

AMPEREX ELECTRONIC PRODUCTS, Inc.

79 WASHINGTON STREET
BROOKLYN, NEW YORK

Directory of
BROADCASTING EQUIPMENT MANUFACTURERS

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE NO.	MANAGER	PRODUCTS
Acme Electric & Mfg. Co.	Cuba, N. Y. Cleveland, O.	18 Water St. 1440 Hamilton Ave.	Cuba 4 Main 6500	C. H. Bunch J. A. Comstock	Voltage regulators
Aerovox Corp.	New Bedford, Mass.	740 Belleville Ave.	....	S. I. Cole	Condensors, resistors, capacity and resistance bridges
Allied Phonograph & Record Mfg. Co.	Hollywood, Cal.	1041 N. Las Palmas Ave.	Hollywood 5107	Louis J. Goldberg	Recording blanks, audition machines
Allied Radio Corp	Chicago, Ill.	833 W. Jackson Blvd.	Haymarket 6800	A. D. Davis	Recorders, discs, needles, turntables, amplifiers, microphones, stands, cables, accessories, transmitting tubes, speech input equipment, transcription reproducers
ALLIED RECORDING PRODUCTS CO.	**New York City**	**126 W. 46th St.**	**Bryant 9-1435**	**I. H. Goldman**	**Recording machines, recording blanks, stylii**
American Bridge Co.	Pittsburgh	Frick Bldg.	Atlantic 4300	A. Wagner	Radio towers
American Microphone Co., Inc.	Los Angeles	1915 S. Western Ave.	Parkway 0778	F. A. Yarbrough	Carbon, crystal, dynamic and condenser microphones, microphone repairs, microphone stands and accessories
AMERICAN TRANSFORMER CO.	**Newark, N. J.**	**178 Emmet St.**	**Bigelow 3-4444**	**Thos. M. Hunter**	**Transformers, rectifiers, reactors, voltage regulators, equalizers**
AMPEREX ELECTRONIC PRODUCTS, INC.	**Brooklyn, N. Y. Los Angeles, Cal. Seattle, Wash. Chicago, Ill.**	**79 Washington St. 1623 S. Hill St. 3218 Western Ave. 9 S. Clinton St.**	**Cumberland 6-4430 Richmond 8902 Ga. 7722 Central 1894**	**S. Norris C. R. Strassner R. C. James Wm. H. Ellinger**	**Air cooled and water cooled transmitting tubes and rectifiers**
Amperite Company	New York City	561 Broadway	Canal 6-1446	S. Ruttenburg	Microphones, boom and floor stands, preamplifiers
Amplifier Co. of America	New York City	17 W. 20th St.	Watkins 9-0954	N. M. Haynes	Remote pickup equipment, portable speech input equipment, amplifiers, multi-channel pre-amplifier, speech input equipment, mixers, equalizers
Amplitone Products Co.	New York City	135 Liberty St.	Barclay 7-7084	L. Werner	Sound equipment, recording apparatus
Victor J. Andrew	Chicago, Ill.	6429 S. Lavergne Ave.	Portsmouth 7810	Victor J. Andrew	Coaxial cables, cable accessories, antenna coupling units, phasing equipment for directional antennas, phase monitors, remote indicating antenna ammeters, tower lighting filters, harmonic filters, frequency separating filters, r-f relays, frequency standards, antenna impedance measuring units, equipment built to customer's specifications, ulta high frequency radiators
Ansley Radio Corp.	New York City	240 W. 23rd St.	Chelsea 3-4980	A. C. Ansley	Portable playback equipment
Astatic Microphone Laboratory	Youngstown, O.	830 Market St.	3-2115	R. T. Schottenberg	Crystal microphones, crystal pickups, accessories
Armstrong Cork Products Co.	Lancaster, Pa.	Lancaster	Lancaster 5151	....	Linoleum, cork tile, asphalt tile, rubber tile, cork acoustical material
Atlas Resistor Co.	New York City	423 Broome St.	Canal 6-1054	W. A. Merrill	Transmitting bleeders
Audak Co.	New York City	500 5th Ave.	Lackawana 4-3723	George V. Sullivan	Pickups, cutting heads
Audio Products Co.	Burbank, Cal.	2101 S. Olive St.	....	A. J. Edgcomb	Mixer controls, attenuators, precision resistors, instrument switches, depressed type chassis, relay racks, cabinet type racks, panels, dust covers, small parts, instrument work, machine engraving, metal finishing, general precision machine work
John F. Beasley Construction Co.	Muskogee, Okla.	Manhattan Bldg.	4762	J. F. Beasley	Antenna installation, foundations, lighting, painting, steel erection
Bell Sound Systems, Inc.	Columbus, O.	1183 Essex Ave.	University 5121	R. E. Potts	Audition systems, mobile & portable
Bendix Radio Corp.	Baltimore, Md.	920 E. Fort Ave.	South 1821	W. P. Hilliard	Transmitters, monitors, transformers, speech equipment
BLAW-KNOX (Division of Blaw-Knox Co.)	**Pittsburgh, Pa.**	**Farmers Bank Bldg.**	**Sterling 2700**	**E. J. Staubitz A. H. Jackson**	**Radio towers, vertical radiators**
BLILEY ELECTRIC CO.	**Erie, Pa.**	**Union Station Bldg.**	**2-3227**	**G. E. Wright**	**Quartz crystals, mountings, ovens**
DAVID BOGEN CO.	**New York City**	**663 Broadway**	**Gramercy 7-0500**	**Haskell Blair**	**High fidelity amplifiers, general speech equipment**
Bond Electric Corp.	New Haven, Conn.	146 Munson St.	6-0101	J. C. Calhoun	A, B and C batteries
Boonton Radio Corp.	Boonton, N. J.	P. O. Box 390	Boonton 8-0795	W. D. Loughlin	Beat frequency oscillators
Bright Star Battery Co.	Clifton, N. J.	200 Crooks Ave.	Lambert 3-3200	....	A, B and C dry batteries
Brush Development Co.	Cleveland, O.	3311 Perkins Ave.	Endicott 3315	W. H. St. Clair	HF vertical and lateral pickups (crystal type) crystal microphones, HF crystal head phones, crystal cutting heads
Bud Radio, Inc.	Cleveland, O.	5205 Cedar Ave.	Henderson 7166	Max L. Haas	Variable condensers, sockets, R.F. chokes, relay racks; rack panels, chassis, chassis brackets, metal cabinets, jacks, coil forms, microphone stands, stand off insulators, dials, dial plates
Burgess Battery Co.	Freeport, Ill.	....	Main 3300	E. C. Nickerson	A, B and C batteries
Wm. W. L. Burnett—Radio Laboratory	San Diego, Cal.	4814 Idaho St.	Hilcrest 6350-R	Wm. W. L. Burnett	Piezo electric products, calibrating frequency monitors
CANADIAN MARCONI CO.	**Montreal Halifax Toronto Winnipeg Vancouver St. John's, Nfld.**	**Marconi Bldg. 47 Argyle St. 92 Adelaide St. W. 356 Main St. 500 Beatty St. Adelaide & New Gower Sts.**	**Marquette 7081 Bishop 6712 Elgin 9275 9-7255 Seymour 9281 881**	**M. M. Elliott F. T. Winter G. F. Eaton W. F. Souch L. S. Hawkins J. J. Collins**	**Transmitters, receivers, rack studio and console amplifiers, pre-amplifiers, mixers, transformers, turntables, microphones and stands, coaxial cables, transmitting and receiving tubes, monitors, crystals and holders, temperature control ovens, rectifiers, reactors, voltage regulators, measuring and test equipment, accessories**

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DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

(Continued from Page 288)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE NO.	MANAGER	PRODUCTS
Carrier Microphone Co.	Inglewood, Cal.	439 S. La Brea Ave.	Inglewood 596	O. B. Carrier	Microphones, stands
Frank P. Cartwright & Associates	Washington, D. C.	1337 Connecticut Ave.	Decatur 1052	F. P. Cartwright	Wood-towers and masts
Cellutone Record Mfg. Co.	Los Angeles, Cal.	1135 W. 42nd St.	University 2604	Sam W. Hawver	Recording blanks, cutting stylii
Celotex Corp.	Chicago, Ill.	919 N. Michigan Ave.	Whitehill 7010	George P. Little	Acoustical products
Centralab	Milwaukee, Wis.	900 E. Keefe Ave.	Edgewood 9200	H. E. Osmun	Gain controls, "T" & "L" pad attenuators, "T" pad faders, straight faders, lever action and rotary selector switches
Cinaudagraph Corp.	Stamford, Conn.	2 Seleck St.	....	D. P. O'Brien	Loud speakers, turntables
Clarostat Mfg. Co.	Brooklyn, N. Y.	285 N. 6th St.	Evergreen 8-6770	Victor Mucher	Wire wound and carbon potentiometers, attenuators, T and L pads, series mixers, fader controls, resistors
Clough-Brengle Co.	Chicago, Ill.	2815 W. 19th St.	Lawndale 3121	Kendall Clough	RF signal generators, vacuum tube voltmeters, audio oscillators, decibel meters, frequency modulators, microvolters, oscillographs, meters, laboratory racks, AC bridges, set analysers, tube testers
Collins Radio Co.	Cedar Rapids, Ia. New York City	2920 1st Ave. 11 W. 42nd St.	8197 Lackawanna 4-0229	M. H. Collins W. J. Barkley	Relay broadcast transmitters, broadcast transmitters, H.F. and U.H.F. transmitters, pre-amplifiers, remote pick-up amplifiers (portable), bridging, power, program, recording and monitoring amplifiers, limiting amplifiers, line equalizers, volume indicator panels, power supplies, mixing panels, attenuators, studio control consoles, transmitter control consoles, studio speech input assemblies (rack mounted), transmitter speech input assemblies (rack mounted), special speech equipment
Commercial Radio Equipment Co.	Kansas City, Mo.	7134 Main St.	Jackson 5302	Everett L. Dillard	Crystals and mountings, frequency control units
Conquest Alliance Co., Inc.	New York City	515 Madison Ave.	Plaza 3-5650	C. H. Venner, Jr.	Portable playback units
F. L. Cook	Los Angeles, Cal.	606 Parkman Ave.	Fitzroy 9833	F. L. Cook	Recording discs, needles, cutting stylii
CORNELL-DUBILIER CORP.	**South Plainfield, N.J.**	**1000 Hamilton Blvd.**	**Plainfield 6-9000**	**Leon L. Adelman**	**Paper, mica, wet and dry electrolytic condensers, dykanol**
Cornelson & Co. Ltd.	Hollywood, Cal. Los Angeles, Cal.	4577 Melrose Ave. 530 West 6th St.	Normandie 7741 Normandie 7741	Lee Woodruff Lee Woodruff	Recorders, reproducing units
Corning Glass Works	Corning, N. Y.	....	Corning 372	A. H. Houghton	Insulators
Cornish Wire Co.	New York City	30 Church St.	Cortlandt 7-1223	W. F. Osler, Jr.	Radio hook-up wires, antenna wires
THE DAVEN CO.	**Newark, N. J.**	**158 Summit St.**	**Market 2-2468**	**Lewis Newman**	**Single and dual potentionmeters, special rotary switches, filament rheostats, mixer panels, variable and fixed attenuators, faders, volume indicators, output meters, line equalizers, attenuation boxes, multipliers, super Davohms, laboratory equipment, speech input control apparatus, decade resistances, resistances, Davohms, gain sets, RF switches, output power meters**
Tobe Deutschman Corp.	Canton, Mass.	Canton	Canton 0650	Arnold Deutschmann	Electrolytic and paper dielectric capacitors, A.C. bridge and condenser analyzer, radio noise meter, radio noise eliminating filterettes, automatic recorder for audio frequency characteristics of speech channels and components
Doolittle & Falknor, Inc.	Chicago, Ill.	7421 S. Loomis Blvd.	Stewart 2809	E. M. Doolittle	Frequency monitors, broadcast and relay broadcast transmitters, field strength meters, antenna coupling units, speech input equipment, directional antenna phasing and coupling units, concentric transmission line
Allen B. Du Mont Laboratories, Inc.	Passaic, N. J.	2 Main Ave.	Passaic 3-1616	L. F. Cramer	Cathode ray tubes, oscillographs
Eastern Mike-Stand Co.	Brooklyn, N. Y.	56 Christopher Ave.	Dickens 2-3538	S. Sherman	Microphone stands, shock absorbers
Eisler Engineering Co.	Newark, N. J.	750 S. 13th St.	Bigelow 3-5310	Charles Eisler	Electronic equipment, tubes
Eitel-McCullough, Inc.	San Bruno, Cal.	798 San Mateo Ave.	San Bruno 117	W. W. Eitel J. A. McCullough	Transmitting tubes
Electro-Voice Mfg. Co., Inc.	South Bend, Ind.	324 E. Colfax	3-7764	A. R. Kahn	Microphones and stands
Emar Instrument Corp.	W. Caldwell, N. J.	12 Marshall St.	Caldwell 6-0096J	M. P. Frutchey, Jr.	Recording and transcription equipment
Epiphone, Inc.	New York City	142 W. 14th St.	Chelsea 2-4408	H. Sunshine	Microphones
FAIRCHILD AERIAL CAMERA CORP.	**Jamaica, L. I., N. Y.**	**88-06 Van Wyck Blvd.**	**Jamaica 6-3800**	**R. H. Lasche**	**Recording equipment**
Federal Telegraph Co.	Newark, N. J.	200 Mt. Pleasant Ave.	Humboldt 2-7000	St. G. Lafitte	Transmitting tubes, rectifier tubes, power rectifying tubes
Ferranti Electric, Inc.	New York City	30 Rockefeller Plaza	Circle 7-0912-3	W. R. Spittal	Audio units for audio amplifiers, equalizers, power units for power supplies, filters, electrostatic voltmeters, modulation sets, attenuators, rectifiers, aero transformers for aircraft and portable work
Ferris Instrument Corp.	Boonton, N. J.	Boonton	Boonton 8-0781	John H. Redington	Noise and field strength meters, signal generators, microvolters, R.F. calibrators.
Gates American Corp.	Quincy, Ill.	Quincy	Main 735	S. G. Jones	Transmitters (commercial broadcast, airport ground stations, police)
GATES RADIO & SUPPLY CO.	**Quincy, Ill. Hollywood, Cal. St. Louis, Mo.**	**Quincy 5334 Hollywood Blvd. 1913 Washington Ave.**	**Main 735 Hillside 9133 Chestnut 6510**	**P. S. Gates Norman D. Neely F. J. Bullivant**	**Speech input equipment, remote control apparatus, transcription equipment, microphones, sound effects tables, peak limiting amplifiers, line amplifiers, mixers, equalizers, pre-amplifiers low and high voltage power supplies**

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WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS

PRESTO

RECORDING CORPORATION, 147 WEST 19th ST., NEW YORK, N. Y.

DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

(Continued from Page 290)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE NO.	MANAGER	PRODUCTS
General Broadcasting System	Detroit, Mich.	500 Buhl Bldg.	Cherry 0400	Donald C. Jones	Playback equipment
General Electronics Co.	Dobbs Ferry, N. Y.	17 Tiernan St.	4681	J. A. Raffa	Tube repairing and rebuilding
General Engineers	Drexel Hill, Pa.	2241 Garrett Road	Clearbrook 878	A. S. Burke	Remote amplifiers, program amplifiers, H.F. transmitters, relay transmitters, pack transmitters, sound effects equipment
General Communications Products Co.	Hollywood, Cal.	6245 Lexington Ave.	Granite 6181	S. A. Sollie	Transmitters, transmitting equipment, recording equipment, wax, acetate, film
General Radio Co.	Cambridge, Mass. New York City Los Angeles, Cal.	30 State St. 90 West St. 1000 N. Seward St.	Trowbridge 4400 Cortlandt 7-0850 Hollywood 6321	A. E. Thiessen Fred Ireland M. T. Smith	Volume controls, beat-frequency oscillators, R.F. bridges, frequency monitors, vacuum-tube voltmeters, power-level indicators, megohm meters, thermocouples, frequency-limit monitors, frequency deviation meters, wavemeters, precision tuning forks, wave analyzers, modulation monitors, distortion and noise meters, filters, audio-frequency transformers, sound level meters and analyzers
GRAYBAR ELECTRIC CO., INC.	**New York City**	**420 Lexington Ave.**	**Mohawk 4-4000**	**A. J. Eaves G. L. Donnett**	**Transmitters, vertical radiators, speech input equipment, microphones, tubes, frequency monitors, amplifiers, rectifiers meters, resistances, transformers, motor generators, and associated apparatus; police radio equipment**
	New York City	**180 Varick St.**	**Walker 5-8000**	**F. J. Stahl J. W. LaMarque**	
	Boston, Mass.	**287 Columbus Ave.**	**Kenmore 4567**	**J. P. Lynch**	
	Philadelphia	**910 Cherry St.**	**Walnut 5405**	**W. W. Ponsford A. S. Wise**	
	Richmond	**6th & Cary Sts.**	**2-2833**	**L. E. Walker F. L. Allman**	
	Atlanta	**167 Walton St. NW.**	**Jackson 2261**	**D. B. McKey**	
	Cleveland	**1010 Rockwell Ave.**	**Cherry 1360**	**L. B. Hathaway**	
	Pittsburgh	**37 Water St.**	**Court 4000**	**W. A. Wayman**	
	Detroit	**55 W. Canfield Ave.**	**Columbia 5500**	**K. S. Deichman**	
	Cincinnati	**310 Elm St.**	**Main 0600**	**R. E. Moore**	
	Chicago	**500 S. Clinton St.**	**Webster 2800**	**H. S. Taylor**	
	Minneapolis	**413-17 S. 4th St.**	**Main 1188**	**G. E. Brown**	
	St. Louis	**1220 Spruce St.**	**Main 1610**	**W. E. Henges**	
	Kansas City	**1644 Baltimore Ave.**	**2-4101**	**R. G. McCurdy J. A. Costelow**	
	Dallas	**Austin & Wood Sts.**	**2-6454**	**Cecil Ross**	
	San Francisco	**9th & Howard Sts.**	**Hemlock 3121**	**W. H. Johnson**	
	Los Angeles	**201 Santa Fe Ave.**	**Trinity 3321**	**J. H. Ganzenhuber**	
	Seattle	**King & Occidental Sts.**	**Main 4635**	**C. A. Marten**	
Irving Hamlin Sound-Proof Door	Evanston, Ill.	1500 Lincoln St.	Greenleaf 1975	W. W. Lloyd	Sound-proof doors
Hammarlund Mfg. Co., Inc.	New York City	424 W. 33rd St.	Lackawanna 4-3023	L. A. Hammarlund	Diversity and short wave receivers, transmitter parts
George H. Hardner Corp.	Allentown, Pa.	602 Hamilton St.	Allentown 5849	T. E. Spicknall	Studio and transmitter buildings, towers, underground radial systems, underground power service, renovation service
Hardwick, Hindle, Inc.	Newark, N. J.	40 Hermon St.	Market 2-8200	A. H. Hardwick	Fixed and adjustable resistors, rheostats
D. H. Harrell	Chicago, Ill.	1527 E. 74th Place	Dorchester 4949	D. H. Harrell	Tubular vertical radiators
Hartenstine-Zane Co., Inc.	New York City	225 Broadway	Barclay 7-8390	Charles J. Hartenstine	Radiator installation, including counterpoise, ground systems, piers, painting and lighting, inspection, servicing
Heintz & Kaufman, Ltd.	So. San Francisco, Cal.	S. San Francisco	So. San Francisco 1515	W. Noel Eldred	Transmitting tubes, compressed nitrogen condenser, concentric transmission line
Hipower Crystal Co.	Chicago, Ill.	2035 Charleston St.	Armitage 0654	F. Lazarick R. W. Groth	"A" cut crystals, adjustable air-gap holders
Hoke Vertical Radiator Co.	Petersburg, Va.	Petersburg	....	John J. Hoke	Vertical radiators, radio towers
Hollister Crystal Co.	Wichita, Kansas	c/o KANS, Hotel Lassen	4-2387	Herb Hollister	"A" cut quartz crystals
Ideal Commutator Dresser Co.	Sycamore, Ill.	Sycamore	Sycamore 77	B. E. Holub	Portable electric blowers, portable electric vaccuum cleaners, electric soldering tools
Insuline Corp. of America	New York City	23 Park Place	Barclay 7-4460	S. J. Spector	Racks, panels, chokes, coils, condensers, dials, plugs, switches, cabinets
Insulite Co.	Minneapolis, Minn.	Builders Exchange Bldg.	Atlantic 4551	Frank Barton	Acoustical material, tile, building board
INTERNATIONAL DERRICK AND EQUIPMENT CO.	**Columbus, O.**	**903 Michigan Ave.**	**University 2123**	**J. R. Hayden**	**Vertical radiator, ground screens**
International Resistance Co.	Philadelphia, Pa.	401 N. Broad St.	Walnut 2166	Harry Ehle	Volume controls, attenuators, rheostats, resistors all types and sizes
ISOLANTITE, INC.	**New York City**	**233 Broadway**	**Rector 2-9273**	**H. G. Beebe**	**Coaxial transmission lines, portable antennae, ultra high frequency dipole antennae, standoff insulators, inductance supports, strain insulators, bushings**
Charles F. Jacobs	New York City	270 Lafayette St.	Canal 6-0715	Chas. F. Jacobs	Antenna spreaders and adjustable separators
JOHNS-MANVILLE CO.	**New York City**	**22 E. 40th St.**	**Lexington 2-7600**	**Harold R. Berlin**	**Acoustical materials, sound isolation construction**
E. F. Johnson Co.	Waseca, Minn.	Waseca	Waseca 432	E. F. Johnson	Antenna coupling units, coaxial transmission lines, tower lighting chokes, pressure condensers, air condensers, inductors, tube sockets, insulators, flexible couplings, R.F. filters, R.F. chokes, phasing networks, U.H.F. equipment, custom built transmitters

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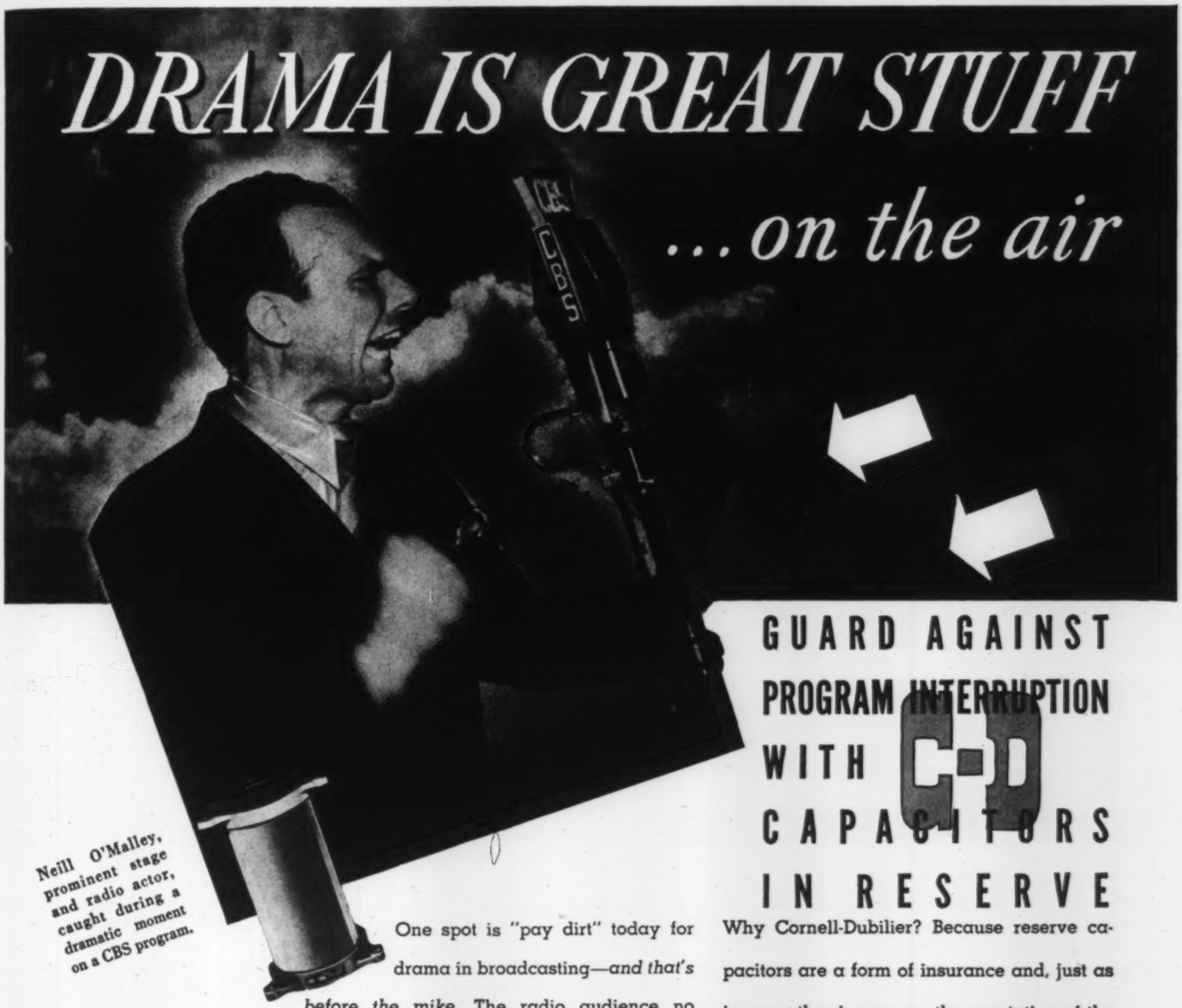
DRAMA IS GREAT STUFF
... on the air



Neill O'Malley, prominent stage and radio actor, caught during a dramatic moment on a CBS program.

GUARD AGAINST PROGRAM INTERRUPTION WITH C-D CAPACITORS IN RESERVE

One spot is "pay dirt" today for drama in broadcasting—*and that's before the mike.* The radio audience no longer thrills to behind-the-scene theatrics. It resents annoying station breaks "due to circumstances beyond our control." So does the sponsor. So does the network.

To guard against this all-too-frequent recurrence with its loss of prestige and profit, smart station managers keep emergency capacitors in reserve. They make sure, too, that these spares are Cornell-Dubilier built!

Why Cornell-Dubilier? Because reserve capacitors are a form of insurance and, just as in any other insurance, the reputation of the company is vitally important. Cornell-Dubilier's reputation is as old as radio itself. It was in 1910 that William Dubilier invented the first practical mica condenser. Today, C-D is the world's largest exclusive manufacturer of capacitors—its units *standard equipment* in practically all of the nation's stations.

Catalog No. 160 for accredited engineers and station executives available on request.*

** Complete listing of Mica and Dykanol capacitors in all capacities—up to 100,000 volts rating.*

CORNELL - DUBILIER ELECTRIC CORPORATION
1004 HAMILTON BOULEVARD • SOUTH PLAINFIELD, N. J.

DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

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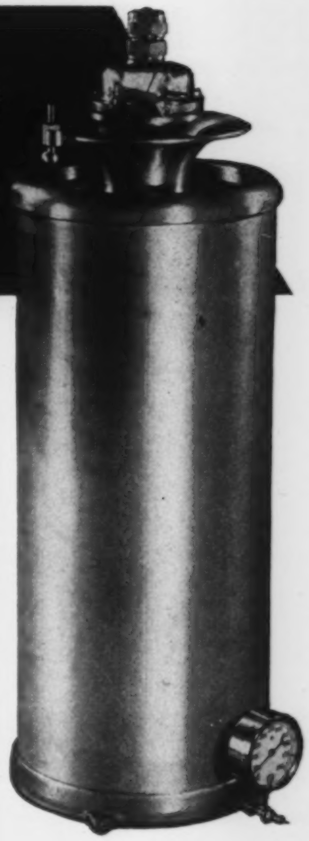
NAME OF COMPANY	CITY	ADDRESS	TELEPHONE NO.	MANAGER	PRODUCTS
J. NAT JOHNSON	**Chicago, Ill.**	**4744 W. Rice St.**	**Austin 7182, Mansfield 1437**	**J. Nat Johnson**	**Tower erector**
Kenyon Transformer Co., Inc.	New York City	840 Barry St.	Intervail 9-7000	F. P. L. Kenyon	Audio components, power transformers, chokes, television components
Kluge Radio Co.	Los Angeles, Cal.	1446 Calumet Ave.	Tucker 5442	Myron E. Kluge	Broadcast transmitters, recording equipment
Lansing Mfg. Co.	Los Angeles, Cal.	6900 McKinley Ave.	Thornwall 4175	L. B. Brittain	Single and two way monitor speakers, lateral recording pickups
LAPP INSULATOR CO.	**Le Roy, N. Y.**	**Gilbert St.**	**Le Roy 385**	....	**Tower and mast footing and guy insulators, pipe mast insulators, vertical radiator insulators, porcelain water coils, pipe entrance insulators, standoff and transmission line insulators, special radio insulators, condensers—high pressure gas filled from 100 mmf, 7.5 kv. carrier RMS to 2000 mmf, 15 kv.**
LEHIGH STRUCTURAL STEEL CO.	**New York City**	**17 Battery Place**	**Whitehall 4-1424**	**J. F. Neary**	**Vertical radiators, radio towers**
Lifetime Corp.	Toledo, O.	1825 Adams St.	Main 5643	Wm. H. Manoff	Carbon, velocity, dynamic microphones
JOHN E. LINGO & SON	**Camden, N. J.**	**28th St. & Buren Ave.**	**Camden 487**	**J. E. Lingo**	**Tubular steel vertical radiators, tubular dural vertical radiators for portable or mobile transmitters, turnstile antennas**
Littelfuse Laboratories	Chicago, Ill.	4238 Lincoln Ave.	Bittersweet 2333	E. V. Sundt	Transmitting fuses, neon testers, instrument fuses, television fuses, fuse mountings
Locke Insulator Corp.	Baltimore, Md.	S. Charles & Cromwell Sts.	South 2620	....	Tower base, guy, antenna, lead-in and stand-off insulators
Masonite Corp.	Chicago, Ill.	111 W. Washington	Franklin 5645	R. G. Wallace	Structural insulation
Miles Reproducer Co.	New York City	812 Broadway	Gramercy 5-9466	J. M. Kuhlik	Sound on film or tape, recording machines
Miller Broadcasting System, Inc.	New York City	113 W. 57th St.	Circle 6-6540	David D. Chrisman	Automatic announcing system, using Miller tape
Mirror Record Corp.	New York City	56 W. 25th St.	Chelsea 3-2222	P. K. Trautwein	Recording equipment, recording blanks, recording needles, playback needles
Musicraft Records, Inc.	New York City	10 W. 47th St.	Bryant 9-6565	M. L. Rein	Recording blanks, sapphire needles, record racks
Clifford C. McDonald	Los Angeles, Cal.	934 N. Western Ave.	Hollywood 1679	Madelyn Miller	Custom built recording machines
Nash Radio Products Co.	St. Louis, Mo.	5437 Lisette Ave.	Flanders 4758	Robert V. Tate	Transcription permatizer, master disc cutting lubricant, switch and contact cleaner, rubber cable preservative, mixers, H.F. pre-amplifiers
National Battery Co.	St. Paul, Minn.	1728 Roblyn Ave.	Nestor 6371	F. K. Bauer	Storage batteries
National Carbon Co., Inc.	New York City	30 E. 42nd St.	Vanderbilt 3-8700	John M. Spankler	Air cell batteries, A, B and C dry batteries
Northern Electric Co., Ltd.	Montreal, Que. Toronto, Ont. Winnipeg, Man. Vancouver, B. C. Halifax, N. S.	1261 Shearer St. 131 Simcoe St. 65 Rorie St. 150 Robson St. 86 Hollis St.	Wilbank 3131 Adelaide 0651 86-651 Seymour 1511 Bishop 8127	F. F. Fulton W. R. Ostrom W. T. Hunt T. C. Clark F. W. Johnson	Transmitters, speech input equipment, tubes, vertical radiators, World Program Service
Pacent Eng. Corp.	New York City	79 Madison Ave.	Ashland 4-1586	Robert Lewis	Amplifiers, pickups, tone compensators
PAR METAL PRODUCTS CORP.	**Long Island City, N. Y.**	**3529 41st St.**	**Astoria 8-8905**	**A. A. Parmet**	**Steel racks and cabinets for transmitters, receivers and audio systems**
Piezoelectric Laboratories	New Dorp, N. Y.	612 Rockland Ave.	Dongan Hills 6-2376R	Chas. Ligh	Quartz crystals, ovens, oscillator units, frequency monitors, transmitters, antenna coupling, units, phasing equipment, recording machines, amplifiers, discs, sapphire needles
Poinsettia, Inc.	Pitman, N. J.	Pitman	Pitman 511-W	Frank H. Warner	Recording supplies
Precision Piezo Service	Baton Rouge, La.	427 Asia St.	658	C. E. Pearce	Quartz crystals, holders, ovens
Premier Crystal Laboratories, Inc.	New York City	63 Park Row	Beekman 3-8119	Arthur A. Glass	Quartz tourmaline crystals, crystal holders, dials, pilot lights, crystal oscillators, temperature control units, frequency meters, reactance meters
PRESTO RECORDING CORP.	**New York City** **Chicago, Ill.** **Hollywood, Cal.**	**147 W. 19th St.** **540 N. Michigan** **5334 Hollywood Blvd.**	**Chelsea 2-6425** **Superior 7047** **Hillside 9133**	**R. C. Powell** **R. F. Brock** **N. B. Neely**	**Instantaneous recording equipment, blank discs and accessories, transcription turntables**
B. A. Proctor Co., Inc.	New York City	17 W. 60th St.	Circle 7-3774	F. C. W. Thiede	Pickups, turntables, recording machines, cutterheads, sound effects reproducing units
Radio Engineering Labs., Inc.	Long Island City, N. Y.	25-54 36th St.	Ravenswood 8-8884	C. M. Srebroff	Complete broadcast station equipment, employing frequency modulation
Radio Engineering & Mfg. Co.	Jersey City, N. J.	26 Journal Square	Journal Square 2-2537	Paul A. Girard	Portable field amplifiers, portable transcription reproducers, portable turntables
Radio Receptor Co., Inc.	New York City	251 W. 19th St.	Chelsea 3-1382	Ludwig Arnson	Transmitters, microphones, R.F. amplifiers, speech input equipment, antenna phasing and coupling units, antenna tuning units
Radio Specialties Co.	Los Angeles, Cal.	20th & Figueroa Sts.	Prospect 7271	Pat Marinack	Wholesale radio parts and equipment
Radio Television Industries Corp.	Reading, Mass.	2 Linden St.	Reading 0440	L. E. Dickinson	Transmitters, amplifiers, mixers, microphones, stands
Radiotone, Inc.	Hollywood, Cal.	7356 Melrose Ave.	York 7204	W. H. Snow	Recording instruments, playback systems, acetate recording discs and accessories
Radio Transceiver Laboratories	Richmond Hill, N. Y.	8627 115th St.	Virginia 7-6428	Frank Jacobs	Portable and pack transmitters and receivers
Rangertone, Inc.	Newark, N. J.	201 Verona Ave.	Humboldt 2-0123	Major R. H. Ranger	Recording needles, signature chimes, electric organs, chimes

(Continued on page 298)

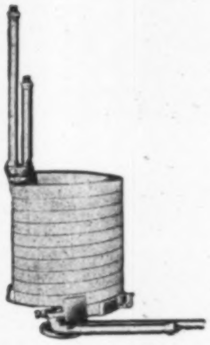
A NEW GAS-FILLED CONDENSER

by Lapp



FILLING a need long unanswered in radio transmission, this Lapp gas-filled condenser is a unit designed along entirely new mechanical principles, which provides a new degree of operating security. Rigid mechanical construction, heavy plates, self-sealing gaskets make it a truly trouble-free unit. It provides maximum capacity for given external dimensions. A wide range of sizes provides a unit for almost every application in your transmitter—there are 54 models, including 3 types, fixed, adjustable and variable, for 3 voltage ratings and capacitance ratings 100 to 2000 mmf. Prices range from $140 to $500. Complete descriptive data is yours for the asking.

and these standard radio specialties



Porcelain water coils and porcelain pipe for carrying water to radio tubes.

Footing insulator for smaller antenna masts made of pipe.

Vertical radiator base insulator, available in complete range of sizes up to 3,000,000 - pound ultimate strength.

Footing insulator for self-supporting structural steel vertical radiator.

Guy insulator for guyed vertical radiators. Complete range available.

LAPP INSULATOR CO. INC **LAPP INSULATORS** **LE ROY - N.Y. - U.S.A.**

The Carbon Mike

Symbol of a New Industry

...then the Condenser

...then the Dynamic

...the 8-Ball

...the Salt-Shaker

Bringing a new concept of quality, performance, c

...and now the great new Ca

c and universality . . .

For your benefit, Western Electric keeps on pioneering!

WAY back when broadcasting was an infant, Western Electric's Carbon Button Mike set the standard of quality and became the symbol of a new industry. But Bell Telephone Laboratories and Western Electric weren't satisfied—kept working out new ideas. Each succeeding mike boosted the standard higher. The Cardioid Directional is the latest pace-setter—*but it will not be the last!*

Just so with all the other kinds of equipment that enable you to put programs on the air. Out of Western Electric's tireless urge to improve have come many such outstanding contributions as Stabilized Feedback—Single Mast Radiators—The Doherty Circuit—the 250 KW tube—the 110A Program Amplifier. One by one, these innovations—*pioneered by Western Electric*—have become standard in the industry. And year by year Western Electric—which set a fast pace in the beginning—has speeded up!

Veterans of the broadcasting world—who should know what they're talking about—will tell you it pays to string along with the leader!

Western Electric

ioid Directional!

GraybaR Distributed by GraybaR Electric Company

DISTRIBUTORS:

Graybar Electric Co., Graybar Building, New York. *In Canada and Newfoundland:* Northern Electric Co., Ltd. *In other countries:* International Standard Electric Corp.

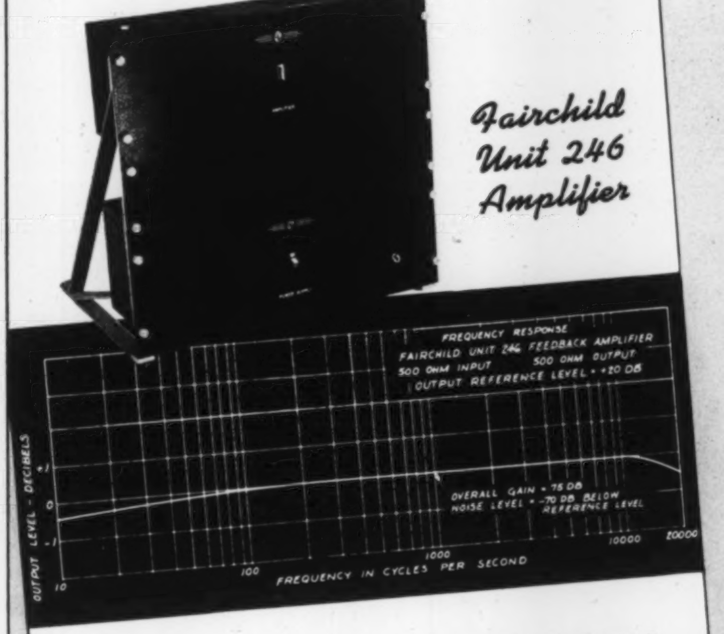
DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

(Continued from page 294)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE NO.	MANAGER	PRODUCTS
Ray-O-Vac Co.	Madison, Wis.	2317 Winnebago St.	Badger 193	L. H. Keller	Dry batteries
Raytheon Mfg. Co.	Waltham, Mass.	190 Willow St.	Waltham 4610	....	Rectifiers, voltage regulators, transformers, amplifiers
RCA MANUFACTURING CO.	**Camden, N. J.** **New York City** **Chicago, Ill.** **San Francisco, Cal.** **Dallas, Tex.** **Atlanta, Ga.**	**Front & Cooper Sts.** **1270 Sixth Ave.** **589 E. Illinois St.** **170 Ninth St.** **2211 Commerce St.** **492 Peachtree St.**	**Camden 8000** **Columbus 5-6500** **Randolph 4626** **Underhill 2302** **Dallas 7-1371** **Walnut 5946**	**I. R. Baker** **B. Adler** **A. R. Hopkins** **W. H. Beltz** **W. M. Witty** **D. A. Reesor**	**Transmitters, tubes, microphones, speech input equipment and associated apparatus, field intensity meters, frequency monitors, modulation monitors, beat frequency oscillators, cathode ray oscillographs, mica condensers, transcription turntables, laboratory and test equipment, television and facsimile equipment**
RCA Victor Co., Ltd.	Montreal, Quebec Vancouver, B. C. Calgary, Alta. Winnipeg, Man. Toronto, Ontario Halifax, N. S.	976 La Casse St. 1206 Homer St. 537 Eighth Ave. 168 Market St. 36 Breadalbane St. 181 Brunswick St.	Wellington 3671 Seymour 8305 M-4476 97-201 Midway 8454 B-6187	J. L. McMurray H. S. Walker F. A. Boyle F. T. Myles E. P. Burns N. J. Sims C. C. Bowers	Transmitters, microphones and stands, microphone plugs, patch cords and accessories, racks, shelves, pre-amplifiers, mixers, jack panels, equalizers, portable broadcast amplifiers and associated equipment, monitor speakers and associated equipment, transcription turntables and associated equipment, test and measuring equipment, tubes
RECOTON CORP.	**New York**	**178 Prince St.**	**Walker 5-6151**	**F. Behrendt**	**Recording blanks, sapphire and steel cutting needles, recording motors, transcription needles, automatic needle dispensers, record renewer solution for acetate or commercial records**
Remler Co., Ltd.	San Francisco, Cal.	2101 Bryant St.	Valcencia 3435	E. G. Danielson	Attenuators, transcription units
Charles E. Schuler Engineering Co.	Columbus, O.	329 E. Broad St.	Main 1416	Charles E. Schuler	Vertical radiators, vertical radiator inspection service
SCIENTIFIC RADIO SERVICE	**University Park, Md.**	**124 Jackson Ave.**	**Hyattsville 849**	**H. D. Eisenhauer**	**Piezo electric crystals and holders**
Seattle Radio Supply	Seattle, Wash.	2117 Second Ave.	Seneca 2345	H. Wandling	Equipment manufacturers' representatives
Shure Brothers	Chicago, Ill.	225 W. Huron St.	Delaware 8383	S. N. Shure	Crystal, dynamic, carbon microphones, microphone stands, accessories, transcription-type crystal record reproducers
Hector R. Skifter	St. Paul, Minn.	St. Paul Hotel	Cedar 5511	Hector R. Skifter	Transmitting components amplifiers, mixers, field intensity and special measuring equipment, special equipment
Sound Apparatus Co.	New York City	150 W. 46th St.	Bryant 9-8776	A. W. Niemann	Synchronous recording and reproducing motors, backlash eliminating recording mechanism, portable disc recorders and reproducers, amplifiers, cutting and reproducing heads, needles, records, filters, equalizers
Sound Projects Co.	Chicago, Ill.	3140 Walton St.	Nevada 6262	Edw. L. Foertsch	Turntables, playbacks, special amplifiers
Speak-O-Phone Recording and Equipment Co.	New York City	23 West 60th St.	Columbus 5-1350	C. A. Austin	Instantaneous recording equipment, playback units
Spokane Radio Co., Inc.	Spokane, Wash.	611 First Ave.	Main 3213	R. K. Squibb	Recording equipment and supplies, remote amplifiers, audio and studio speakers, parts, tubes, custom building
Standard Transformer Corp.	Chicago, Ill.	1500 N. Halsted St.	Lincoln 5600	E. E. Gramer	Transformers, chokes, reactors AC operated DC packs
Starbird Electronic Products	Hollywood, Cal.	1839½ N. Mariposa Ave.	Morningside 11463	George A. Starbird O. H. Nance, Jr.	Microphone boom manufacturers
Stromberg Carlson Telephone Mfg. Co.	Rochester, N. Y.	100 Carlson Road	Culver 260	Wesley Angle Geo. A. Scoville	Radio tuners, amplifiers, keys, relays, plugs, jacks, condensers, cables
Stuyvesant Electrical Co., Inc.	New York City	140 Washington St.	Cortland 7-4410	H. Guttman	Microphones, amplifiers, recording equipment
Sundt Engineering Co.	Chicago, Ill.	4238 Lincoln Ave.	Bittersweet 2333	E. V. Sundt	Neon tubes, neon pocket testers, tuning wands, neobeam oscilloscope, special amplifiers
Taylor Tubes, Inc.	Chicago, Ill.	2341 Wabansia Ave.	Armitage 1730	Frank J. Hajek	Transmitting tubes
Tech Laboratories	Jersey City, N. J.	7 Lincoln St.	Webster 4-1005	Magnus Bjorndal	Attenuators, volume indicators, controls, condensers
Thordarson Electric Mfg. Co.	Chicago, Ill.	500 W. Huron St.	Whitehall 6444	C. P. Cushway	Transformers, amplifiers
D. V. Tostenson	Moorhead, Minn.	Moorhead	....	D. V. Tostenson	Automatic frequency control units, automatic temperature control chamber, 100, 100/250 transmitters, speech input and control equipment, amplifiers, microphones, manual and automatic mixing systems
Transducer Corp.	New York City	30 Rockefeller Plaza	Circle 7-5895	G. M. Giannini	Microphones, inter-connumicatimg systems, co-axial cable
Triplett Electrical Instrument Co.	Bluffton, O.	Bluffton	323-W Bluffton	N. A. Triplett	Milliameters, ammeters, voltmeters, decibel meters, thermo ammeters, testing equipment
Truscon Steel Co.	Youngstown, O.	Youngstown	3-2171	A. C. Wallen	Self supporting vertical radiators, uniform cross-section guyed masts
Turner Co.	Cedar Rapids, Ia.	909 17th St. N. E.	6210	H. W. Johnson	Crystal, dynamic microphones
United Electronics Co.	Newark, N. J.	42 Spring St.	Humboldt 2-0577	....	Transmitting tubes, rectifiers
United Sound Engineering Co.	St. Paul, Minn.	2233 University Ave.	Nestor 2789	H. M. Richardson	Oscillographs, broadcast preamplifiers, audio oscillators
United States Gypsum Co.	Chicago, Ill.	300 W. Adams St.	State 6100	S. P. Walker	Sound insulative construction
UNITED TRANSFORMER CORP.	**New York City**	**72 Spring St.**	**Canal 6-1080**	**S. L. Baraf**	**Transformers, reactors, voltage regulators, equalizers, sound effects filters, recording equalizers and filters, voltage controls, amplifier kits**

(Continued on page 300)

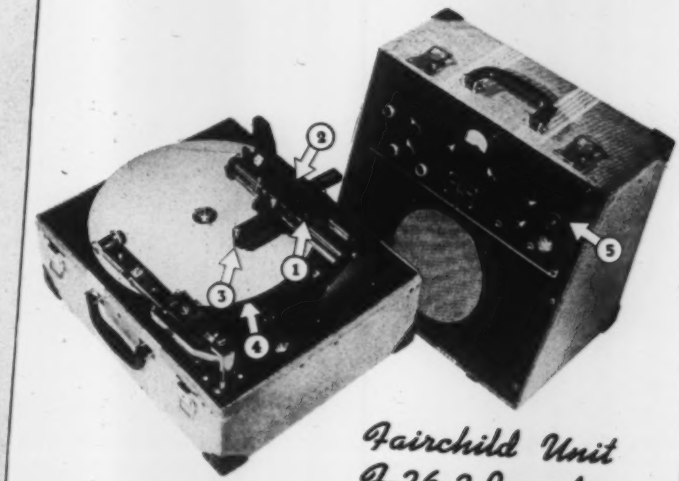
Fairchild sets the standard for precision-built sound recording equipment . . .



Fairchild Unit 246 Amplifier

From Fairchild's precision-instrument laboratories has come a feed-back amplifier which sets a new standard for distortion-free range. Designed to meet the demand for greater fidelity in broadcasting, recording, playbacks and in the laboratory, it has literally amazed engineers who gave it thorough tests at recent previews. The specifications speak for themselves:

Overall gain—75 db.
Noise level—50 db below "0" level.
Rated at 23 watts into 500 ohm resistive load.
Input impedance Multiple line: 50, 125, 250, 500 ohms.
Output impedance: 16 and 500 ohms.
Input line volts: 110 to 125V; 50 to 60 cycles AC.
Distortion: .3% at rated output.
Size: Fits 19½" relay rack—7" high panel. 2 units—amplifier and power supply each this size.
Cover: Dust cover removable from rear—quick release, no screws.
Accessibility: Front panel removable by release of four thumb screws. All wiring then accessible.



Fairchild Unit F-26-2 Recorder

This is the Model F-26-2 Recorder, bringing even finer quality to the finished recording through the incorporation of many new features in both recorder and amplifier:

1. **RECORDER HEAD CARRIAGE MECHANISM**—assures absolute freedom of movement vertically, with no movement horizontally, by ground cone ball-bearings supporting the cutter head arm.
2. **RECORDING SCALE**—a new scale reading direct in minutes for all pitches and both OUT-IN and IN-OUT.
3. **CRYSTAL CUTTER HEAD**—a completely new design incorporating improvements in the advance ball and its method of adjustment.
4. **MOTOR DRIVE**—at 33⅓ r.p.m., split-second timing is achieved by *direct* synchronous speed gear and worm drive. The playback of a program *always* coincides *to the second* with the original program's length.
5. **RECORDING AMPLIFIER**—redesigned for ease of operation with an inclined front panel and all controls conveniently grouped at the top.

The Model F-26-2 Recorder in its light, smart and sturdy new carrying-case, has been brought to a new pitch of perfection in both appearance and performance.

"... it had to satisfy Fairchild first"

FAIRCHILD
Sound Equipment Division
AERIAL CAMERA CORPORATION
88-06 Van Wyck Boulevard, Jamaica, L. I., N. Y.

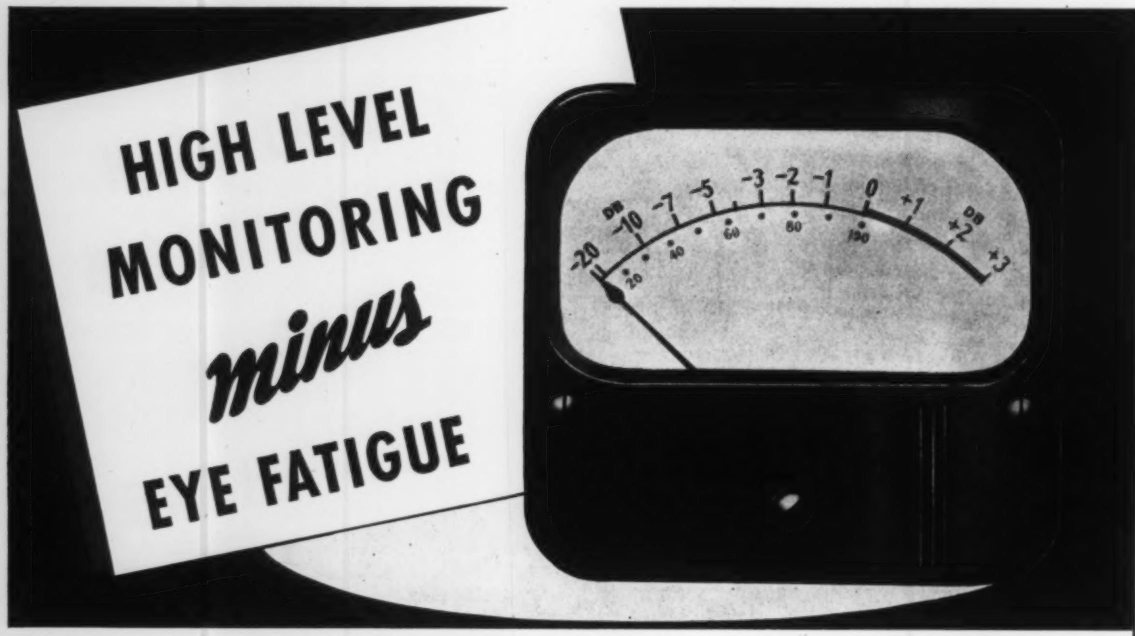
The Fairchild Standard **of "no compromise with quality" has guided us for years in making precision instruments.**

Send for literature **fully describing the specifications and performance of these two remarkable instruments.**

DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

(Continued from page 298)

NAME OF COMPANY	CITY	ADDRESS	TELCPHONE NO.	MANAGER	PRODUCTS
Universal Battery Co.	Chicago, Ill.	3410 S. La Salle St.	Boulevard 6065	Robert D. Mowry	Storage batteries
UNIVERSAL MICROPHONE CO., LTD.	**Inglewood, Cal.**	**424 Warren Lane**	**Inglewood 2150**	**J. R. Fouch**	**Microphones, stands and accessories, recording machines, blank discs**
Upco Engineering Laboratories, Inc.	New York City	254 Canal St.	Canal 6-3835	George Silber	Cutting heads, magnetic pickups
Utah Radio Products Co.	Chicago, Ill.	812 Orleans St.	Superior 8388	G. Hamilton Beasley	Speakers, transformers, volume and tone controls, jacks, switches, potentiometers, rheostats, plugs, vibrators, midget motors
Ward Leonard Electric Co.	Mt. Vernon, N. Y.	31 South St.	Fairbanks 4-1015	Leonard Kebler	Rheostats, relays, resistors, rectifiers, contactors, control panels, voltage regulators
Webster Co.	Chicago, Ill.	5622 Bloomingdale St.	Merrimac 3100	John Erwood	Microphones, amplifiers, turntables
Webster Electric Co.	Racine, Wis.	Racine	....	....	Phonograph pickups
WESTERN ELECTRIC CO.	**(See Graybar Electric Co.)**				
WESTINGHOUSE ELECTRIC & MFG. CO.	**Baltimore, Md.**	**2519 Wilkens Ave.**	**Gilmore 7320**	**Walter C. Evans**	**Transmitters, speech input and associated equipment, high voltage rectifiers, high voltage condensers (oil, air and nitrogen) antenna tuning equipment, tower lighting protective equipment, voltage regulators, instruments, meters, generators and power equipment, transformers, reactors, and transmitter inductances**
WESTON ELECTRICAL INSTRUMENT CORP.	**Newark, N. J.**	**614 Freylinghuysen Ave.**	**Bigelow 3-4700**	**H. L. Gerstenberger**	**A-C, D-C, thermo panel instruments, power level indicators, elapsed time indicators, tube checkers, volt-ohm-millameters, signal generators, vacuum tube voltmeters, H. F. oscillators, A-C, D-C, operated voltmeters**
Willard Storage Battery Co.	Cleveland, O.	246 E. 131st St.	Glenvill 2600	....	Dry batteries, cable, wire
Wincharger Corp.	Sioux City, Ia.	E. 7th and Division	8-6513	M. M. Lasensky	Antenna towers, vertical and supporting towers, base insulators, strain insulators, cable
Wright's Electrical Instrument Laboratory	Portland, Ore.	Reed College	Sellwood 1234	John Wright	Special indicating instruments, repairs and rebuild instruments



INSTRUMENTS FOR EVERY COMMUNICATIONS NEED

Model 45
Precision
Portable DC
Instruments

Model 430
Portable
AC-DC
Instruments

Model 763
Direct-
Reading
Ohmmeter

Model 665
Volt-Ohm-
Milliammeter

WESTON

TYPE 30

VOLUME LEVEL INDICATOR

With improved pointer action which reduces fluttering to a minimum, plus a widely spaced scale with minimum markings, the WESTON Type 30 Volume Level Indicator *forestalls* eye-strain and fatigue . . . materially aiding the operator in maintaining a high standard of signal quality. Complete information on Type 30, as well as on other instruments for use in broadcasting, communications and allied fields is available. Write to Weston Electrical Instrument Corporation, 641 Frelinghuysen Ave., Newark, N. J.

OUR EXPERIENCE...
YOUR ASSURANCE

When you install new equipment to increase antenna efficiency, be sure that you get results you expect. Such assurance can be based only upon experience and a record of performance. Blaw-Knox has been building antennas since 1912; its leadership in the field of radio covers this industry's entire history. Having pioneered the vertical radiator, having unequaled facilities for research, design, and construction, knowing the possibilities, limitations, and specialized uses of every type of vertical antenna . . . Blaw-Knox fully justifies complete confidence in *results*. Your antenna equipment involves only about 15% of your total investment. Give the other 85% a chance to perform.

BLAW-KNOX
VERTICAL
RADIATORS

BLAW-KNOX DIVISION OF BLAW-KNOX COMPANY
2038 Farmers Bank Building, Pittsburgh, Pa.
Offices in New York, Chicago, Philadelphia, Birmingham, Detroit

RCA *offers* A COMPLETE LINE *for every Purpose*

A Wide Variety of RCA Transmitters offer you High Fidelity, Flexibility, Low Operating Cost!

RCA Transmitters assure you of quality equipment, no matter what power you require. Featuring high fidelity performance, dependable service, utmost reliability and surprisingly low operating cost, they are transmitters you can rely upon. Because they are designed and built by experienced engineers—men with a thorough knowledge of broadcasting problems—men who not only know what you need—but who give it to you!

RCA makes a de luxe line—and an economy line of transmitters. With the de luxe equipment you not only get every facility for convenient operation, but flexibility as well—flexibility that permits you to increase power by adding standard amplifier units to original equipment. De luxe transmitters also feature modern, attractively styled cabinets, full metering, circuit breaker protection and heavy, oversize components. The economy line of transmitters provides for excellent performance combined with low initial cost and low operating cost. Economy line transmitters are thoroughly dependable and built to the highest standards.

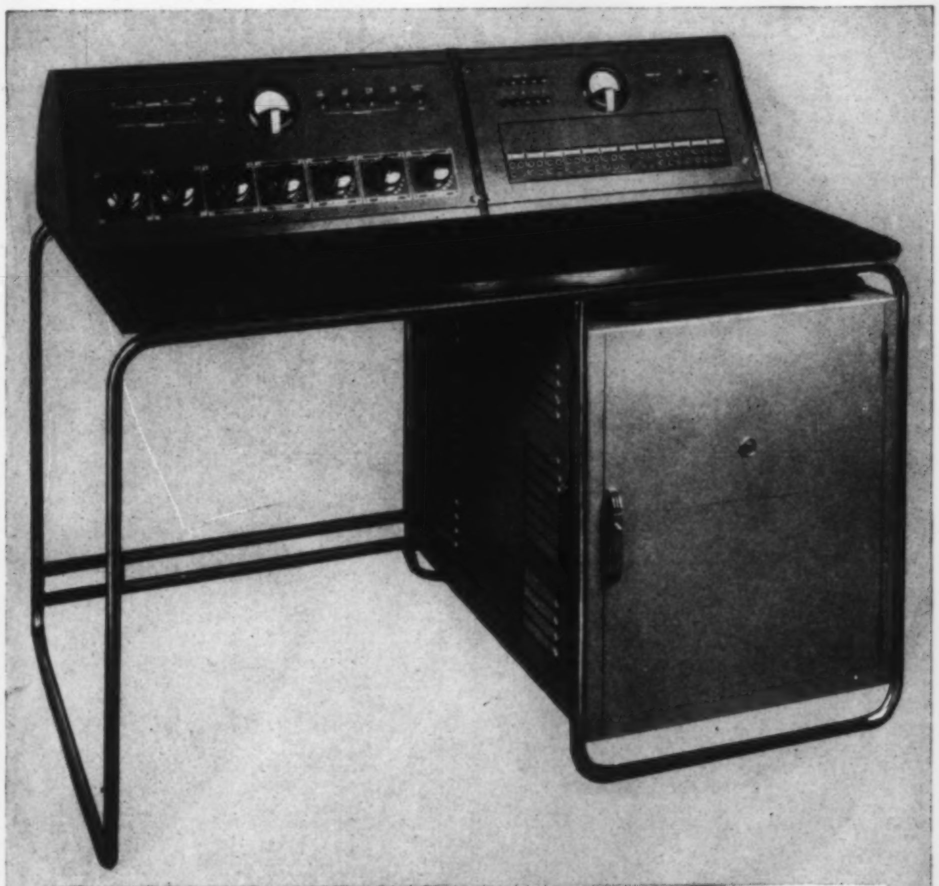
RCA transmitters have a background of engineering and research—are built in a plant well equipped for manufacture of special radio equipment—that is why they offer exceptional value to the purchaser.

• • •

The air-cooled RCA 5DX transmitter (right) offers a brand-new standard of value. Some of its features include finger-tip control, smart, modern styling, unified front panel enclosure, lowest operating costs, no water cooling, simple, easily adjustable circuit, vertical chassis construction, complete reliability, high fidelity transmission.

OF BROADCAST EQUIPMENT...

...and Purse!



Illustrated is the new RCA Studio Console Desk, 80-A. This is a completely assembled unit for two studio operation—or two studios and an announce booth. It offers you complete switching facilities, emergency provisions, high fidelity amplifiers and many other features, all combined in one attractive desk. It's an instrument that means greater operating convenience and increased flexibility.

RCA Speech Input Equipment to Meet Your Needs!

No matter what type of speech input equipment you need, you may be sure RCA has it for you. Your choice of complete assemblies or individual units. De luxe or economy amplifiers ...monitors...pre-amplifiers...consoles ...loudspeakers...turntables. All offer high fidelity performance, modern styling, typical RCA reliability, convenience of operation and low cost.

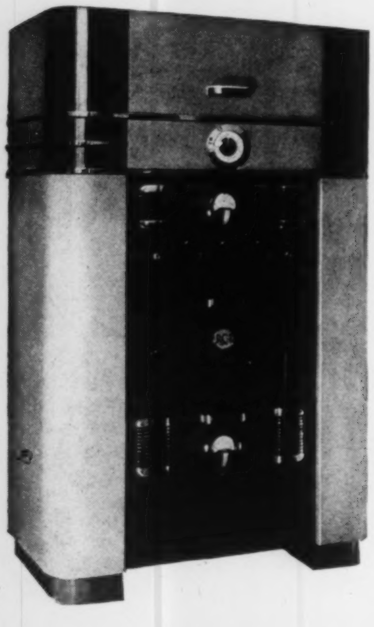
RCA

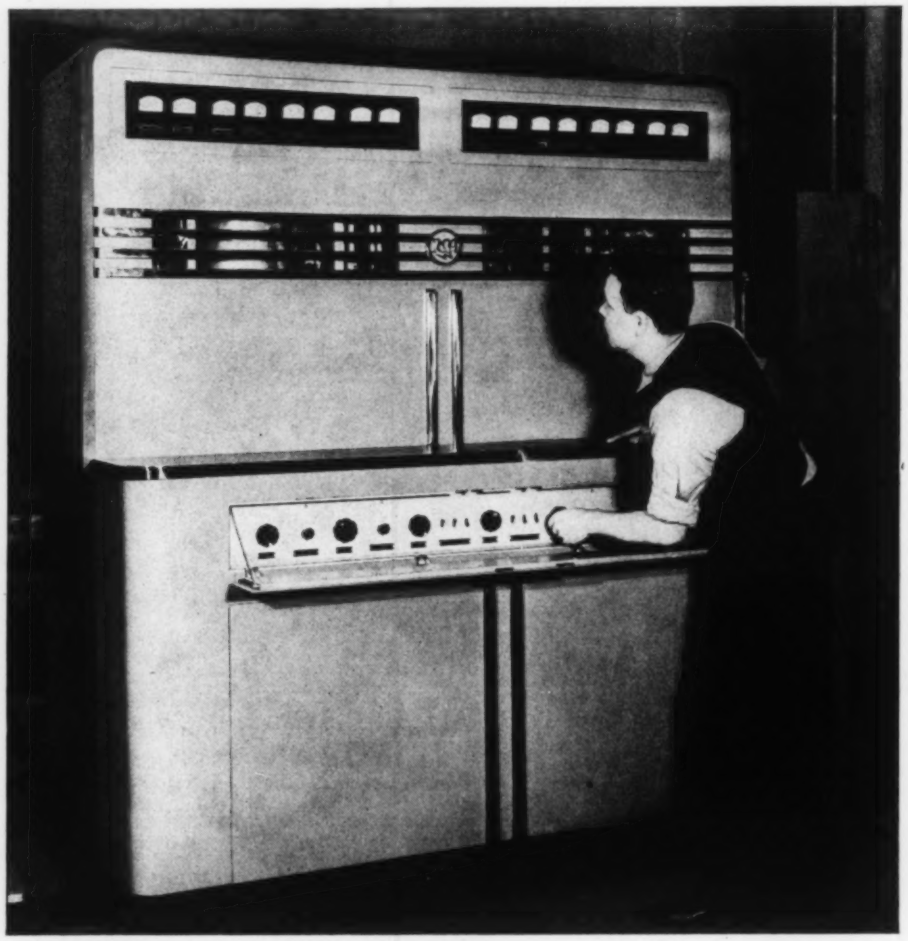
RCA .....OFFERS YOU HIGH *in new fields...*

RCA offers Experimental Television and Facsimile Transmission Systems

With interest in both television and facsimile transmission reaching greater heights every day, forward-looking broadcasters are making plans for the future in which both of these arts will play a highly important part.

Just as RCA has shown the way in the manufacture of high quality, reasonably priced radio broadcasting equipment, so it again shows the way with apparatus for both television and facsimile.





At left is illustrated the newest RCA facsimile equipment. *Above* is the latest RCA television transmitter. Both have been designed for the exacting requirements of these services.

QUALITY BROADCAST EQUIPMENT

and for service work!

RCA Test Equipment for Radio and Audio Work

A GAIN
FOCUS
A LINE
INTENSITY
B LINE
CALIBRATE
B GAIN

Just as RCA offers broadcast stations everything for efficient program transmission, so RCA offers a complete line of testing equipment for use in the studios or on the field.

The three equipments illustrated here are but a part of this line. RCA test equipment helps to get the most from your station apparatus. It's designed especially for broadcasting purposes and fits your pocketbook.

• • •

New York, 1270 Sixth Avenue   Chicago, 589 E. Illinois Street
Atlanta, 530 Citizens & Southern Bank Building
Dallas, Santa Fe Building   San Francisco, 170 Ninth Street
Hollywood, 1016 No. Sycamore Avenue

Above, RCA Radio Frequency Phase Meter, Type 300-A — for maintaining directional arrays in adjustment... adjusting directional antenna systems and several other important uses.

Below, RCA Ultra-high Frequency Field Intensity Meter, Type 301-A — for measuring field intensities of stations operating in the high frequency spectrum for the purpose of checking antenna efficiency coverage, service area, and for carrying out research work or propagation studies.

Right, RCA Model 69-A Distortion Meter — makes it possible for you to check distortion characteristics of your complete equipment from studio to transmitter.

BALANCE
COARSE
AMPLITUDE
PHASE
FINE
POWER
PERCENT DISTORTION
NOISE LEVEL-DECIBELS

ULTRA HIGH FREQUENCY FIELD INTENSITY METER

RCA Broadcast Equipment

RCA Mfg. Co., Inc., Camden, N.J. • A Service of the Radio Corp. of America

YOU SAVE MONEY BY USING

TRANSMITTING

PRICES REDUCED!

Look at the big savings you make on these RCA Transmitting and Special Purpose Tubes

RCA-203-A	was $15.00	*Now* **$10.00**
RCA-204-A	was 97.50	*Now* **85.00**
RCA-207	was 350.00	*Now* **300.00**
RCA-211	was 15.00	*Now* **10.00**
RCA-803	was 34.50	*Now* **28.50**
RCA-837	was 8.50	*Now* **7.50**
RCA-838	was 16.00	*Now* **11.00**
RCA-845	was 15.00	*Now* **10.00**
RCA-849	was 135.00	*Now* **120.00**
RCA-857-B	was 275.00	*Now* **240.00**
RCA-858	was 500.00	*Now* **450.00**
RCA-866-A	was 4.00	*Now* **2.50**
RCA-869-A	was 140.00	*Now* **125.00**
RCA-872	was 14.00	*Now* **9.00**
RCA-872-A	was 16.50	*Now* **11.00**
RCA-887	was 200.00	*Now* **150.00**
RCA-888	was 200.00	*Now* **150.00**
RCA-891	was 325.00	*Now* **285.00**
RCA-891-R	was 450.00	*Now* **410.00**
RCA-892	was 325.00	*Now* **285.00**
RCA-892-R	was 450.00	*Now* **410.00**

872A
RCA Radiotron

RCA 872-A
...a half-wave
Mercury-Vapor Rectifier
Was $16.50
Now $11.00

RCA Radio Tubes

TUBES *Marked*

RCA

You Save on Initial Cost . . . You save because of long life . . . and you save because of the advanced design of these tubes! Keep this page handy for ready reference

TRANSMITTING TUBES

AIR-COOLED TYPES

Type	*Net Price*	*Type*	*Net Price*
203-A	$10.00	833	$85.00
204-A	85.00	834	12.50
211	10.00	835	18.50
800	10.00	837	7.50
801	3.45	838	11.00
802	3.50	841	3.25
803	28.50	842	3.25
804	15.00	843	12.50
805	13.50	844	18.00
806	22.00	845	10.00
807	3.50	849	120.00
808	7.75	850	37.50
809	2.50	851	350.00
810	13.50	852	16.40
813	28.50	860	32.50
814	17.50	861	295.00
830-B	10.00	865	12.75
831	265.00	891-R	410.00*
832	28.75	892-R	410.00*

*Credit of $100.00 allowed for return of radiator and crate in good condition.

WATER-COOLED TYPES

Type	*Net Price*	*Type*	*Net Price*
207	$300.00	887	$150.00
520-B	210.00	888	150.00
846	300.00	891	285.00
858	450.00	892	285.00
862	1,650.00	898	1,650.00

RECTIFIERS
For Transmitting Services

Type	*Net Price*	*Type*	*Net Price*
217-A	$20.00	869-A	$125.00
217-C	20.00	870	1,040.00
836	11.50	871	7.50
857-B	240.00	872	9.00
866	1.50	872-A	11.00
866-A	2.50	1616	5.75

SPECIAL PURPOSE TUBES

CATHODE RAY TYPES

Type	*Net Price*	*Type*	*Net Price*
902	$7.50	912	$163.40
903	86.00	913	4.00
904	52.50	914	85.00
905	45.00	1800	60.00
906	13.50	1801	40.00
906-P4	15.00	1802-P1	24.75
907	48.75	1802-P4	27.50
908	18.00	1803-P4	75.00
909	49.00	1804-P4	60.00
910	21.25	1899	95.00
911	22.50		

RECTIFIERS—FOR CATHODE RAY TUBES

Type	*Net Price*	*Type*	*Net Price*
2V3G	$3.00	884	$2.00
878	11.00	885	2.00
879	3.00		

PHOTOTUBES

Type	*Net Price*	*Type*	*Net Price*
868	$3.70	920	$5.25
917	4.75	921	2.00
918	4.50	922	2.00
919	4.75	923	2.60

MISCELLANEOUS TYPES

Type	*Net Price*	*Type*	*Net Price*
840	$6.00	1612	$3.25
864	1.00	1613	2.75
954	5.00	1614	3.50
955	3.00	1619	4.75
956	5.00	1620	2.50
957	3.00	1621	2.50
958	3.00	1622	2.75
959	5.00	1623	2.50
991	.90	1851	2.10
1602	2.75	1852	1.85
1603	4.75	1853	1.85
1608	4.00	VR105/30	1.25
1609	1.60	VR150/30	1.25
1610	2.00		

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ALLIED PHONOGRAPH & RECORD MFG. Co.—1041 N. Las Palmas Ave., Hollywood, Cal. Telephone: Hollywood 5107. Manager: Louis I. Goldberg. Manufactures: recording blanks, audition machines.

ALLIED RADIO Corp.—833 W. Jackson Blvd., Chicago, Ill. Telephone: Haymarket 6800. Manager: A. D. Davis. Manufactures: recorders, discs, needles, turntables, reproducers.

ALLIED RECORDING PRODUCTS Co.—126 W. 46th St., New York City. Telephone: Bryant 9-1435. Manager: I. H. Goldman. Manufactures: recording machines, recording blanks, stylii.

AMPLITONE PRODUCTS Co.—135 Liberty St., New York City. Telephone: Barclay 7-7084. Manager: L. Werner. Manufactures: sound equipment, recording apparatus.

ANSLEY RADIO Corp.—240 W. 23rd St., New York City. Telephone: Chelsea 3-4980. Manager: A. C. Ansley. Manufactures: portable playback equipment.

ASTATIC MICROPHONE LAB.—830 Market St., Youngstown, O. Telephone: 3-2115. Manager: R. T. Schottenberg. Manufactures: pickups.

AUDAK Co.—500 Fifth Ave., New York City. Telephone: Lackawanna 4-3723. Manager: George V. Sullivan. Manufactures: pickups, cutting heads.

BRUSH DEVELOPMENT Co.—3311 Perkins Ave., Cleveland, O. Telephone: Endicott 3315. Manager: W. H. St. Clair. Manufactures: vertical and lateral pickups, crystal cutting heads.

CELLUTONE RECORD MFG. Co.—1135 W. 42nd St., Los Angeles, Cal. Telephone: University 2604. Manager: Sam W. Hawver. Manufactures: recording blanks, cutting stylii.

CINAUDOGRAPH Corp.—2 Seleck St., Stamford, Conn. Manager: D. P. O'Brien. Manufactures: turntables.

COLLINS RADIO Co.—2920 1st Ave., Cedar Rapids, Ia. Telephone: 8197. Manager: M. H. Collins. Manufactures: recording amplifiers.

F. L. COOK—606 Parkman Ave., Los Angeles, Cal. Telephone: Fitzroy 9833. Manager: F. L. Cook. Manufactures: recording discs, needles, cutting stylii.

EMAR INSTRUMENT Corp.—12 Marshall St., W. Caldwell, N. J. Telephone: Caldwell 6-0096J. Manager: M. P. Frutchey, Jr. Manufactures: recording and transcription equipment.

FAIRCHILD AERIAL CAMERA Corp.—88-06 Van Wyck Blvd., Jamaica, L. I., N. Y. Telephone: Jamaica 6-3800. Manager: R. H. Lasche. Manufactures: recording equipment.

GATES RADIO & SUPPLY Co.—Quincy, Ill. Telephone: Main 735. Manager: P. S. Gates. Manufactures: transcription equipment, sound effects tables.

GENERAL BROADCASTING SYSTEM—500 Buhl Bld., Detroit, Mich. Telephone: Cherry 0400. Manager: Donald C. Jones. Manufactures: playback equipment.

GENERAL COMMUNICATION PRODUCTS Inc.—6245 Lexington Ave., Hollywood, Cal. Telephone: Granite 6181. Manager: R. J. Thompson. Manufactures: recording equipment.

KLUGE RADIO Co.—1446 Calumet Ave., Los Angeles, Cal. Telephone: Tucker 5442. Manager: Myron E. Kluge. Manufactures: recording equipment.

LANSING MFG. Co.—6900 McKinley Ave., Los Angeles, Cal. Telephone: Thornwall 4175. Manager: L. B. Brittain. Manufactures: lateral recording ing equipment, film or tape.

MILES REPRODUCER Co.—812 Broadway, New York City. Telephone: Gramercy 5-9466. Manager: J. M. Kuhlick. Manufactures: recording equipment, film or tape.

MILLER BROADCASTING SYSTEM—113 W. 57th St., New York City. Telephone: Circle 6-6540. Manager: David D. Chrisman. Manufactures: Tape recording and reproducing apparatus.

MIRROR RECORD Corp.—56 W. 25th St., New York City. Telephone: Chelsea 3-2222. Manager: Paul K. Trautwein. Manufactures: recording equipment, recording blanks, recording needles, playback needles, needle sharpeners.

MUSICRAFT RECORDS, Inc.—10 W. 47th St., New York City. Telephone: Bryant 9-6565. Manager: M. L. Rein. Manufactures: recording blanks, sapphire needles, record racks.

CLIFFORD C. McDONALD—934 N. Western Ave., Los Angeles, Cal. Telephone: Hollywood 1679. Manager: Madelyn Miller. Manufacturers: Custom built recording machines.

NASH RADIO PRODUCTS Co.—5437 Lisette Ave., St. Louis, Mo. Telephone: Flanders 4758. Manager: Robert V. Tate. Manufactures: master disc cutting lubricant.

PACENT ENGINEERING Corp.—79 Madison Ave., New York City. Telephone: Ashland 4-1586. Manager: Robert Lewis. Manufactures: pickups, tone compensators.

POINSETTIA, Inc.—Pitman, N. J., Telephone: Pitman 511-W. Manager: Frank H. Warner. Manufactures: sound recording supplies.

PRESTO RECORDING Corp.—147 W. 19th St., New York City. Telephone: Chelsea 2-6425. Manager: R. C. Powell. Manufactures: instantaneous recording equipment, blank discs, and accessories, transcription turntables.

B. A. PROCTOR CO. Inc.—17 W. 60th St., New York City. Telephone: Circle 7-3774. Manager: F. C. W. Thiede. Manufactures: pickups, turntables, recording machines, cutterheads, sound effects, reproducing units.

RADIO ENGINEERING & MFG. Co.—26 Journal Square, Jersey City, N. J. Telephone: Journal Square 2-2537. Manager: Paul A. Girard. Manufactures: portable transcription reproducers and turntables.

RADIOTONE Inc.—7356 Melrose Ave., Hollywood, Cal. Telephone: York 7204. Manager: W. H. Snow. Manufactures: recording instruments, playback systems, acetate recording discs and accessories.

RANGERTONE Inc.—201 Verona Ave., Newark, N. J. Telephone: Humboldt 2-0123. Manager: Major R. H. Ranger. Manufactures: recording needles.

RCA MANUFACTURING Co.—Front & Cooper Sts., Camden, N. J. Telephone: Camden 8000. Manager: I. R. Baker. Manufactures: transcription turntables.

RECOTON Corp.—178 Prince St., New York City. Telephone: Walker 5-6151. Manager: F. Behrendt. Manufactures: recording blanks, sapphire and steel cutting needles, recording motors, transcription needles, automatic needle dispensers, record renewer solution for acetate and commercial records.

REMLER Co.—2101 Bryant St., San Francisco, Cal. Telephone: Valencia 3435. Manager: E. G. Danielson. Manufactures: transcription units.

SHURE BROS.—225 W. Huron St., Chicago. Telephone: Delaware 8383. Manager: S. W. Shure. Manufactures: transcription-type crystal record reproducers.

SOUND APPARATUS Co.—150 W. 46th St., New York City. Telephone: Bryant 9-8776. Manager: A. W. Niemann. Manufactures: synchronous recording and reproducing motors, backlash eliminating recording mechanism, portable disc recorders, and reproducers, cutting and reproducing heads, needles.

SOUND PROJECTS Co.—3140 Walton St., Chicago, Ill. Telephone: Nevada 6262. Manager: Edw. L. Foertsch. Manufactures: turntables, playbacks.

SPEAK-O-PHONE RECORDING & EQUIPMENT Co.—23 W. 60th St., New York City. Telephone: Columbus 5-1850. Manager: C. A. Austin. Manufactures: instantaneous recording equipment, playback units.

STUYVESANT ELECTRICAL Co.—140 Washington St., New York City. Telephone: Courtland 7-4410. Manager: H. Guttman. Manufactures: recording equipment.

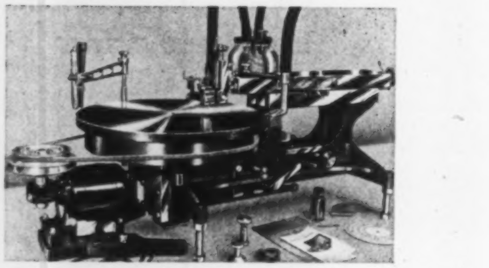
UNIVERSAL MICROPHONE Co. Ltd.—424 Warren Lane, Inglewood, Cal. Telephone: Inglewood 2150. Manager: J. R. Fouch. Manufactures: recording units, record blanks.

UPCO ENGINEERING LABORATORIES Inc.—254 Canal St., New York City. Telephone: Canal 6-3835. Manager: George Silber. Manufactures: cutting heads, magnetic pickups.

WEBSTER Co.—5622 Bloomingdale St., Chicago. Telephone: Merrimac 3100. Manager: John Erwood. Manufactures: turntables.

WEBSTER ELECTRIC Co.—Racine, Wis. Manufactures: pickups.

UNIVERSAL RECORDERS



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• For high fidelity recording on wax and all types of instantaneous discs such as acetate and nitrate cellulose, gelatine and aluminum. It incorporates an efficient wax shaving mechanism for roughing and polishing wax blanks preparatory to recording.

Universal also manufactures other models, including portable, professional and other types, full frequency cutting heads, amplifiers, lead screws, recording microphones, blank discs, needles, stylii and complete line of other recording accessories.

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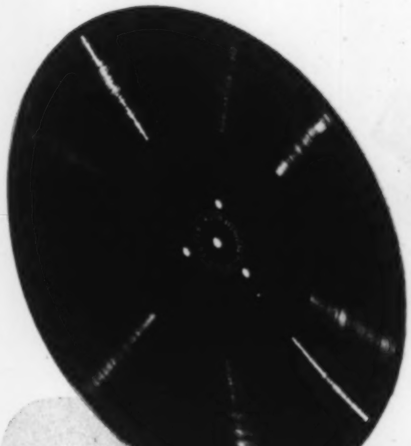

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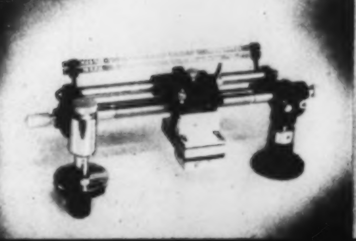
ALLIED SINGLE UNIT RECORDER — Unit is capable of either 78 or 33½ RPM. Accommodates up to 17¼ inch discs. Overhead feed mechanism—High fidelity play back—115 db. amplifier—output meter—two inputs combined with a mixer—Complete with BR2-S microphone, leatherette case, and high fidelity speaker.

Allied is proud to present this line of recording apparatus which has been precisely engineered to meet the exacting requirements of discriminating recording engineers. The hidden features which have gone into the internal structure of these recorders is one of the many reasons why Allied is used by leaders in the industry who acclaim it "the finest recorder obtainable at any price." Allied Cleen-Cut Recording Discs meet the critical requirements of professional recording, too.

ALLIED PORTABLE UNIT—Same as professional unit mounted in carrying case. Desirable where recordings are to be made away from the studio.

OVERHEAD RECORDING MECHANISM—A fine piece of apparatus combining a number of exclusive features. Used on all Allied models.



ALLIED PROFESSIONAL MODEL—78 or 33½ RPM. Incorporates many exclusive and patented features. Used by professional studios, Broadcast Stations, Advertising Agencies, etc.

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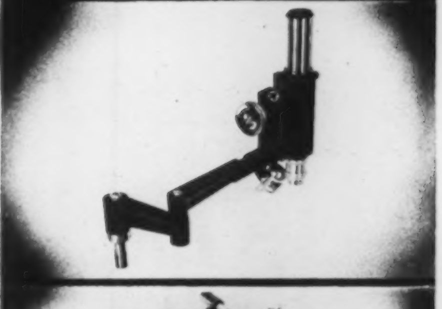

ALLIED TRANSCRIPTION TURNTABLE—In every respect same as used on recorder: Ideal for playing of transcription records. May be converted into recording machine at any time desired.

ALLIED RECORDING PRODUCTS CO.

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Frequency Allocations Under The Havana Treaty

(Text of FCC Rules Governing Assignments of Channels)

Change of Channel Assignments

Under the Havana Treaty

A broadcast station assigned to a channel in Column 1 will be changed to the channel on the same horizontal line in Column 2 to comply with North American Regional Broadcasting Agreement (see note). Figures indicate kilocycles.

Col. 1	*Col. 2*	*Col. 1*	*Col. 2*	*Col. 1*	*Col. 2*
550	550	910	*	1260	1290
560	560	920	950	1270	1300
570	570	930	960	1280	1310
580	580	940	970	1290	1320
590	590	950	980	1300	1330
600	600	960	*	1310	1340
610	610	970	1000	1320	1350
620	620	980	1020	1330	1360
630	630	990	1030	1340	1370
640	640	1000	1040	1350	1380
650	650	1010	690, 740,	1360	1390
660	660		990 or 1050	1370	1400
670	670	1020	1060	1380	1410
680	680	1030	*	1390	1420
690	*	1040	1080	1400	1430
700	700	1050	1070	1410	1440
710	710	1060	1090	1420	1450
720	720	1070	1100	1430	1460
730	*	1080	1110	1440	1470
740	750	1090	1120	1450	1480
750	760	1100	1130	1460	1500
760	770	1110	1140	1470	1510
770	780 or 1110	1120	1150	1480	1520
780	790	1130	1160	1490	1530
790	810	1140	1070 or 1170	1500	1490
800	820	1150	1180	1510	*
810	830	1160	1170 or 1190	1520	*
820	840	1170	1200	1530	1590
830	850	1180	1170 or 1200	1540	*
840	*	1190	1210	1550	1600
850	870	1200	1230	1560	*
860	880	1210	1240	1570	*
870	890	1220	1250	1580	*
880	910	1230	1260	1590	*
890	920	1240	1270	1600	*
900	930	1250	1280		

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*Not assigned in U. S.

Some changes in individual cases not in accordance with the above change of channels may be necessary to avoid interference on adjacent channels or other considerations.

31.5A—The frequencies in the following tabulation are designated as clear channels and are assigned for use by the classes of stations as given:

(1) For Class I-A stations and Class II stations operating limited time or daytime only, 640, 650, 660, 670, 700, 720, 750, 760, 770, 780, 820, 830, 840, 850, 870, 880, 890, 1020, 1030, 1040, 1100, 1120, 1160, 1180, and 1210 kilocycles.

(2) For Class I-B and Class II stations, 680, 710, 810, 940, 1000, 1060, 1070, 1080, 1090, 1110, 1130, 1140, 1170, 1190, 1200, 1500, 1510, 1520, 1530, 1550, and 1560 kilocycles.

(3) For Class II stations located not less than 650 miles from the nearest Canadian Border and which will not deliver over 5 microvolts per meter ground wave or 25 microvolts per meter 10 per cent time sky wave at any point on said border, 690, 740, 860, 990, 1010* and 1580 kilocycles.

(*A station on 1010 kilocycles shall also protect a Class I-B station at Havana, Cuba.)

(4) For Class II stations located not less than 650 miles from the nearest Mexican Border and which will not deliver over 5 microvolts per meter ground wave or 25 microvolts per meter 10 per cent time sky wave at any point on said border, 730, 800, 900, 1050, 1220, and 1570 kilocycles.

(5) For Class II stations located not less than 650 miles from the nearest Cuban Border and which will not deliver over 5 microvolts per meter ground wave or 25 microvolts per meter 10 per cent time sky wave at any point on said border, 1540 kilocycles.

31.6A—The following frequencies are designated as regional channels and are assigned for use by Class III-A and Class III-B stations.*

(*See Rule 31.9 in regard to assigning Class IV stations to regional channels.)

550, 560*, 570*, 580, 590*, 600, 610, 620, 630*, 790, 910, 920, 930, 950, 960, 970, 980, 1150, 1250, 1260, 1270*, 1280, 1290, 1300, 1310, 1320, 1330, 1350, 1360, 1370, 1380, 1390, 1410, 1420, 1430, 1440, 1460, 1470, 1480, 1590, and 1600 kilocycles.

(*See North American Regional Broadcasting Agreement for special provision concerning the assigning of Class II stations in other countries of North America to these regional channels. Such stations shall be protected from interference in accordance with Appendix II, Table I, of said Agreement.)

31.7A—The following frequencies are designated as local channels and are assigned for use by Class IV stations:

1230, 1240, 1340, 1400, 1450, and 1490 kilocycles.

31.8A—(a) The individual assignments of stations to channels which may cause interference to other United States stations only, shall be made in accordance with the standards of good engineering practice prescribed and published from time to time by the Commission for the respective classes of stations involved. (For determining objectionable interference see "Engineering Standards of Allocation" and "Field Intensity Measurements in Allocation", Section C.)

(b) In all cases where an individual station assignment may cause interference with or may involve a channel assigned for priority of use by a station in another North American country, the classifications, allocation requirements and engineering standards set forth in the North American Regional Broadcasting Agreement shall be observed.

31.9A—On condition that interference will not be caused to any Class III station, and that the channel is used fully for Class III stations and subject to such interference as may be received from Class III stations, Class IV stations may be assigned to regional channels.

License Periods

31.14A—All standard broadcast station licenses will be issued so as to expire at the hour of 3 a. m. (EST) and will be issued for a normal license period of six months, expiring as follows:

(1) For stations operating on the channels 640, 650, 660, 670, 680, 690, 700, 710, 720, 730, 740, 750, 760, 770, 780, 800, 810, 820, 830, 840, 850, 860, 870, 880, 890, 900, 940, 990, 1,000, 1,010, 1,020, 1,030, 1,040, 1,050, 1,060, 1,070, 1,080, 1,090, 1,100, 1,110, 1,120, 1,130, 1,140, 1,160, 1,170, 1,180, 1,190, 1,200, 1,210, 1,220, 1,500, 1,510, 1,520, 1,530, 1,540, 1,550, 1,560, 1,570, and 1,580 kilocycles Aug. 1 and Feb. 1.

(2) For stations operating on the channels 550, 560, 570, 580, 590, 600, 610, 620, 630, 790, 910, 920, 930, and 950 kilocycles Sept. 1 and March 1.

(3) For stations operating on the channels 960, 970, 980, 1,150, 1,250, 1,260, 1,270, 1,280, 1,290, 1,300, 1,310, and 1,320 kilocycles Oct. 1 and April 1.

(4) For stations operating on the channels 1,330, 1,350, 1,360, 1,370, 1,380, 1,390, 1,410, 1,420, 1,430, 1,440, 1,460, 1,470, 1,480, 1,590, and 1,600 kilocycles Nov. 1 and May 1.

(5) For stations operating on the channels 1,230, 1,240, and 1,340 kilocycles Dec. 1 and June 1.

(6) For stations operating on the channels 1,400, 1,450, and 1,490 kilocycles Jan. 1 and July 1.

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FACSIMILE SYSTEM
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FIRST to open the NEW field in "HOME" Facsimile broadcasting.

FIRST to PERFECT automatic, fully visible, continuous feed "HOME" recorders, requiring neither liquids nor carbon transfer sheets.

FIRST SYSTEM placed in actual operation by the MAJORITY of MAJOR facsimile broadcasting stations.

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LABORATORIES, INC.
37 W. 57th St., New York City

Full Text of North American Regional Broadcasting Agreement

(Allocations Treaty Adopted at Havana, December 13, 1937)

Governments Participating—Canada, Cuba, Dominican Republic, Haiti, Mexico and United States

Following is the complete text of the treaty on distribution of the 106 channels in the broadcast band, ranging from 550 to 1600 kc., reached at the Inter-American Radio Conference in Havana, Nov. 1 to Dec. 13, 1937. The treaty does not become operative until three of the four principal nations (United States, Canada, Mexico, and Cuba) have ratified it, and the fourth signifies its intention of doing so. Then the treaty becomes effective one year after ratification and remains in force for five years. Cuba ratified Dec. 22, 1937; the United States ratified June 15, 1938; Canada ratified Nov. 29, 1938; the Mexican Senate on Oct. 26, 1938, declined to ratify but Negotiations for an administrative agreement with that Government are in progress.

I

Purpose and Scope of This Agreement

1. *Purpose of Agreement*—The purpose of this Agreement is to regulate and establish principles covering the use of the standard broadcast band in the North American Region so that each country may make the most effective use thereof with the minimum technical interference between broadcast stations.

2. *North American Region* — The North American Region (hereinafter referred to as "Region") for the purpose of this Agreement shall be deemed to include and to consist of the following countries: Canada, Cuba, Dominican Republic, Haiti, Mexico, Newfoundland, and United States of America.

3. *Standard broadcast band* — The standard broadcast band shall be deemed to be the band of frequencies extending from 550 to 1600 kc. both inclusive, both 550 kc. and 1600 kc. being the carrier frequencies of broadcasting channels as hereinafter defined. The Governments agree, subject to the provisions of Article 7 of the General Radio Regulations annexed to the International Telecommunications Convention Madrid, 1932, that this band of frequencies shall be allocated exclusively to broadcasting in the Region.

4. *Sovereign right to use channels*—The sovereign right of all countries, parties to this Agreement, to the use of every channel in the standard broadcast band is recognized. The Governments recognize, however, that until technical developments reach a state permitting the elimination of radio interference of international character, a regional arrangement between them is necessary in order to promote standardization and to minimize interference.

5. *Regional character of Agreement*—The Governments recognize that this Agreement, and each provision thereof, is a regional arrangement within the meaning of, and authorized by the International Telecommunications Convention and the General Radio Regulations annexed thereto.

II

Technical

A. Definitions

1. *Broadcast station*—A station the emissions of which are primarily intended to be received by the general public.

2. *Broadcast channels—550 to 1600 kc.*—A broadcast channel is a band of frequencies ten (10) kc. in width, with the carrier frequency at the center. Channels shall be designated by their assigned carrier frequencies. Carrier frequencies assigned to broadcast stations shall begin at 550 kc. and be in successive steps of 10 kc. No intermediate frequency shall be assigned as the carrier frequency of any broadcast station.

3. *Service areas:*

(a) *Primary service area*—The primary service area of a broadcast station is the area in which the ground wave is not subject to objectionable interference or objectionable fading.

(b) *Secondary service area* — The secondary service area of a broadcast station is the area served by the sky wave and not subject to objectionable interference. The signal is subject to intermittent variations in intensity.

4. *Dominant stations* — A "dominant" station is a Class I station, as hereinafter defined, operating on a clear channel.

5. *Secondary station* — A "secondary" station is any station except a Class I station operating on a clear channel.

6. *Objectionable interference* — Objectionable interference is the degree of interference produced when, at a specified boundary or field intensity contour with respect to the desired station, the field intensity of an undesired station (or the root-mean-square value of field intensities of two or more stations on the same frequency) exceeds for ten (10) percent or more of the time the values hereinafter set forth in this Agreement.

7. *Power* — The power of a radio transmitter is the power supplied to the antenna. The power in the antenna of a modulated-wave transmitter shall be expressed in two numbers, one indicating the power of the carrier frequency supplied to the antenna, and the other the actual maximum percentage of modulation.

8. *Spurious radiation* — A spurious radiation from a transmitter is any radiation outside the frequency band of emission normal for the type of transmission employed, including any harmonic modulation products, key clicks, parasitic oscillations and other transient effects.

9. *English, French and Spanish equivalents*—It is agreed that, as used in this Agreement, the French and Spanish words below set forth are respectively the equivalent of, and mean the same as, the English terms opposite which they appear:

English	*French*	*Spanish*
Clear channel	Frequence libre	Canal despejado
Objectionable interference	Brouillage nuisible	Interferencia objetable

Classes of Channels and Allocation Thereof

1. *Three classes* — The 106 channels in the standard broadcast band are divided into three principal classes—clear, regional and local.

2. *Clear channel*—A clear channel is one on which the dominant station or stations render service over wide areas and which are cleared of objectionable interference, within their primary service areas and over all or a substantial portion of their secondary service areas.

3. *Regional channel* — A regional channel is one on which several stations may operate with powers not in excess of 5 kw. The primary service area of a station operating on any such channel may be limited, as a consequence of interference, to a given field intensity contour.

4. *Local channel*—A local channel is one on which several stations may operate with powers not in excess of 250 watts. The primary service area of a station operating on any such channel may be limited, as a consequence of interference, to a given field intensity contour.

5. *Number of channels of each class*—The number of channels of each class shall be as follows:

Clear channels	59
Regional channels	41
Local channels	6
	106

6. *Allocation of specific channels to each class*—The channels are allocated to the several classes as follows:

Clear channels. The following channels are designated as clear channels: 640 650 660 670 680 690 700 710 720 730 740 750 760 770 780 800 810 820 830 840 850 860 870 880 890 900 940 990 1000 1010 1020 1030 1040 1050 1060 1070 1080 1090 1100 1110 1120 1130 1140 1160 1170 1180 1190 1200 1210 1220 1500 1510 1520 1530 1540 1550 1560 1570 and 1580.

Regional channels. The following channels are designated as regional channels: 550 560 570 580 590 600 610 620 630 790 910 920 930 950 960 970 980 1150 1250 1260 1270 1280 1290 1300 1310 1320 1330 1350 1360 1370 1380 1390 1410 1420 1430 1440 1460 1470 1480 1590 1600.

Local channels. The following channels are designated as local channels: 1230 1240 1340 1400 1450 and 1490 kc.

7. *Use of regional and local channels by countries*—All countries may use all regional and all local channels, subject to the power limitations and standards for prevention of objectionable interference set forth in this Agreement.

8. *Priority of use of clear channels by countries*—

(a) The clear channels are assigned for priority of use by Class I and II stations in the several countries in accordance with the table set forth in Appendix I.

(b) Each such channel shall be used in a manner conforming to the best engineering practice with due regard to the service to be rendered by the dominant stations operating thereon, as set forth elsewhere in this Agreement. If, for one year within the term of this Agreement, a country fails to make any use of a clear channel thus assigned to it, the channel shall be considered open for use by the other countries, parties to this Agreement, pursuant to such arrangement as may be agreed upon by their respective administrations and without any necessity for revision of this Agreement.

(c) No country to which a clear channel has been thus assigned shall permit, or agree to permit, any other country to use such channel in a manner not in conformity with this Agreement without first giving 60 days (calendar days) advance notice of its intention so to do to all other countries, parties to this Agreement. If during this period of 60 days (calendar days) any other country shall present objections to such proposed use of the channel, the country to which the clear channel has been assigned shall not permit, or agree to permit, such proposed use until the difference presented by the objection has been amicably resolved.

(d) If within the period of this Agreement the country to which a clear channel has been assigned shall have made use of the channel but not in the manner above prescribed or not to the extent required by the provisions of this Agreement, such country shall be considered as having relinquished that portion of the rights which it has not used and at the expiration of this Agreement the other countries party thereto shall have the right, if they see fit, to withdraw the unused privileges from such country and to reassign them to any or all of the other interested countries.

C—Classes of Stations and Use of The Several Classes of Channels

1. *Classes of stations* — Broadcast stations are divided into four principal classes, to be designated Class I, Class II, Class III, and Class IV, respectively.

2. *Definitions of classes*—The four classes of broadcast stations are defined as follows:

Class I: A dominant station operating on a clear channel and designed to render primary and secondary service over an extended area and at relatively long distances. Class I stations are subdivided into two classes:

Class I-A: A Class I station which operates with power of 50 kw or more and which has its primary service area, within the limits of the country in which the station is located, free from objectionable interference from other stations on the same and adjacent channels, and its secondary service area, within the same limits, free from objectionable interference from stations on the same channel, in accordance with the engineering standards hereinafter set forth.

Class I-B: A Class I station which operates with power of not less than 10 kw or more than 50 kw and which has its primary service area free from objectionable interference from other stations on the same and adjacent channels and its secondary service area free from objectionable interference from stations on the same channel, in accordance with the engineering standards hereinafter set forth.

(a) When two Class I-B stations on the same channel are separated by a distance of 2800 miles or more, neither station shall be required to install a directional antenna.

(b) When two Class I-B stations on the same channel are separated by a distance of more than 1800 miles and less than 2800 miles, it will, in the absence of proof to the contrary, be assumed that each station is free of objectionable interference caused by the other and neither shall be required to install directional antennae or take other precautions to avoid such interference. In case the existence of objectionable interference is proved, the governments concerned will consult with each other regarding the desirability and practicality of installation of directional antennae or the taking of other precautions to eliminate the interference and will determine by special arrangement the measures, if any, to be taken.

(c) When two Class I-B stations on the same channel are separated by a distance less than 1800 miles, it will, in the absence of proof to the contrary, be assumed that the installation of directional antennae or the taking of other precautions to avoid interference is necessary, and the governments concerned will consult with each other and will take such measures as may be agreed upon between them to the end that the objectionable interference may be reduced or eliminated.

Class II: A "secondary" station which operates on a clear channel and is designed to render service over a primary service area which, depending on geographical location and power used, may be relatively large, but which is limited by and subject to such interference as may be received from Class I stations. A station of this class shall operate with power of not less than 0.25 kw. or more than 50 kw. Whenever necessary a Class II station shall use a directional antenna or other means to avoid interference, in accordance with the engineering standards hereinafter set forth, with Class I stations and with other Class II stations.

Class III: A station which operates on a regional channel and is designed to render service primarily to a metropolitan district and the rural area contained therein and contiguous thereto. Class III stations are subdivided into two classes:

Class III-A: A Class III station which operates with power not less than one kilowatt or more than five kilowatts and the service area of which is subject to interference in accordance with the engineering standards hereinafter set forth.

Class III-B: A Class III station which operates with a power not less than 0.5 kw or more than 1 kw night and 5 kw daytime and the service area of which is subject to interference in accord with the engineering standards hereinafter set forth:

Class IV: A station using a local channel and designed to render service primarily to a city or town and the suburban and rural areas contiguous thereto. The power of a station of this class shall not be less than 0.1 kw or more than 0.25 kw and its service area is subject to interference

(*Continued on page 312*)

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(*Continued from page 311*)

in accord with the engineering standards hereinafter set forth.

3. *Change of class*—If a station or stations in Class III-B located in any country can, through the use of directional antennae or otherwise, so reduce the interference caused or received by such station or stations to the field contour to which interference to stations in Class III-A is allowed, such station or stations shall automatically be classified and included in Class III-A and shall thereafter be so recognized and treated by the Administrations of all countries within the Region.

4. *Use of clear channels:*

(a) In principle and subject only to the exception hereinafter set forth, Class I stations shall be assigned only to clear channels.

(b) Class II stations may be assigned to clear channels only on condition that objectionable interference will not be caused to any Class I stations. Where any country has priority of use of a clear channel for any class I-A station, no other country shall assign any Class II station to that channel for nighttime operation (from sunset to sunrise at the location of the Class II station) unless such Class II station is located not less than 650 miles from the nearest border of the country in which the Class I-A station is located; provided, however, that where an assignment for a Class II station is specifically stated in Appendix I, such assignment shall be deemed as authorized under the limitations therein set forth.

5. *Use of regional channels:*

(a) In general only Class III-A and Class III-B stations shall be assigned to regional channels.

(b) On condition that interference be not caused to any Class III-A or Class III-B station, and subject to such interference as may be received from Class III-A or Class III-B stations, Class IV stations may be assigned to regional channels.

(c) Because of their geographical location with respect to the North American continent, special consideration will be given to the use by Cuba, the Dominican Republic, Haiti and Newfoundland of stations of Classes I and II assigned to certain regional channels under certain conditions, with respect to power and precautions to avoid objectionable interference as set forth in Appendix VII.

6. *Use of local channels*—Only Class IV stations shall be assigned to local channels.

D. Service and Interference

1. *Satisfactory signal*—It is recognized that, in the absence of interference from other stations and in regions where the natural electrical noise level is not abnormally high, a signal of 100 microvolts per meter constitutes a usable signal in rural and sparsely settled areas but that, because of the higher electrical noise levels in more thickly populated communities, greater field intensities (ranging as high as 25 millivolts or more in cities) are necessary to render satisfactory service. It is further recognized that it is not possible to accord protection to stations from objectionable interference over the entire areas over which their signals are or may be above the electrical noise level, particularly at night, and that it is necessary to specify boundaries or contours at or within which stations are protected from objectionable interference from other stations.

2. *Areas protected from objectionable interference*—The boundaries or contours at and within which the several classes of stations shall be protected from objectionable interference are as set forth in Appendix II. No station, however, need be protected from objectionable interference at any point outside the boundaries of the country in which such station is located.

With respect to the root-mean-square values of interfering field intensities referred to herein, it shall be understood to apply in determining the interference between existing stations and no station thereafter assigned the channel shall increase the root-mean-square value of the interfering field intensity above the maxima specified in the attached tables.

3. *Objectionable interference on the same channel*—Objectionable interference shall be deemed to exist to a station when, at the boundary or field intensity contour specified in Appendix II with respect to the class to which the station belongs, the field intensity of an interfering station (or the root-mean-square value of the field intensities of two or more interfering stations) operating on the same channel, exceeds for ten (10) percent or more of the time the value of the permissible interfering signal set forth opposite such class in Appendix II.

4. *Interference to dominant clear channel stations*—A station shall be considered as not capable of causing objectionable interference to a Class I clear channel station on the same frequency when it is separated from the dominant clear channel station by a difference of 70 degrees or more of longitude.

5. *Objectionable interference on adjacent channels*—It is recognized, in principle, that objectionable interference may be caused to a desired station when, at or within the specified contours of a desired station, the field intensity of the ground wave of an undesired station operating on an adjacent channel (or the root-mean-square value of the field intensities of two or more such undesired stations operating on the same adjacent channel) exceeds a value determined by the following ratio:

Separation between channels	*Minimum permissible ratio of desired to undesired signals*
10 kc.	1 to 0.5
20 kc.	1 to 10
30 kc.	1 to 50

For convenient reference, the maximum permissible values of interfering signals on such adjacent channels at specified contours are set forth in Appendix III, Table I.

6. *Application of standards to existing stations:*

(a) For the purpose of estimating objectionable interference, all stations (other than those of Class II) shall be assumed to use the maximum power permitted to their respective classes. In this connection, the power of Class I-A stations shall be considered to be 50 kw. or the actual power, if higher.

(b) After this agreement has been placed in operation a station thereafter assigned a channel already assigned to other stations shall not be considered as preventing existing stations from increasing their power to the maximum allowed their class, even though such power increase may limit the newly assigned station to a field intensity contour of higher value than that permitted its class.

7. *Frequency stability*—The operating frequency of each broadcast station shall be maintained to within 50 cycles of the assigned frequency until January 1, 1939, and thereafter the frequency of each new station or each station where a new transmitter is installed shall be maintained within 20 cycles of the assigned frequency, and after January 1, 1942, the frequency of all stations shall be maintained within 20 cycles of the assigned frequency.

8. *Spurious radiation*—The governments shall endeavor to reduce and, if possible, eliminate spurious radiations from broadcast stations. Such radiations shall be reduced in all cases until they are not of sufficient intensity to cause interference outside the frequency band required for the type of emission employed. With respect to type A-3 emissions (radio-telephony) the transmitter should not be modulated in excess of its modulation capability to the extent that interfering spurious radiations occur, and, with respect to amplitude modulation, the operating percentage of modulation should not be less than seventy-five (75) percent on peaks of frequent recurrence. Means should be employed to insure that the transmitter is not modulated in excess of its modulation capability.

E. Determination of Presence of Objectionable Interference

1. *Antenna performance* — For the purpose of calculating the presence and the degree of objectionable interference, stations of the several classes shall be assumed to produce effective field, corrected for absorption, for one kilowatt of input power to the antenna, as follows:

Class of Station	*At One Mile*	*At One Kilometer*
I	225 mv/m	362 mv/m
II and III	175 mv/m	282 mv/m
IV	150 mv/m	241 mv/m

In case a directional antenna is employed, the interfering signal of a broadcasting station will vary in different directions. To determine the interference in any direction, in the absence of actual interference measurements, the horizontal and vertical field intensity patterns of the directional antenna must be calculated and by comparing the appropriate vectors in the horizontal or vertical pattern with that of a nondirectional with the same effective field, the interfering signal toward any other station can be expressed in terms of kilowatts. This rating in kilowatts shall be applied in the use of mileage separation tables or in computing distances from the propagation curves or tables.

2. *Power*—The power of a station shall, for the purposes of notifications required by this Agreement, be determined in one of the following manners:

(a) By taking the product of the square of the antenna current and the antenna resistance (antenna input power).

(b) By determination of the station's effective field intensity, corrected for absorption, by making sufficient field intensity measurements on at least eight radials as nearly equally spaced as practicable and by relating the field intensity thus determined to the effective field intensity of a station having the antenna efficiency stipulated above for its class.

3. *Methods of determining the presence of objectionable interference* — The existence or absence of objectionable interference from stations on the same or adjacent channels shall be determined by one of the following methods:

(a) By actual measurements contained in the method hereinafter prescribed;

or, with the mutual consent of the countries concerned:

(b) By reference to the propagation curves in Appendices IV and V, or

(c) By reference to the distance tables set forth in Appendix VI.

4. *Actual proof of existence or absence of objectionable interference*—The existence or absence of objectionable interference may be proved by field intensity measurements or recordings made with suitable apparatus, duly calibrated, by Government

(*Continued on page 314*)

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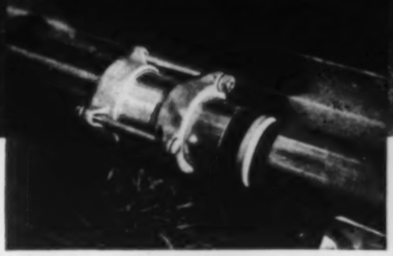

Above: Locking insulator located at center of line allows two-way expansion. Solderless connectors provide gas-tight joints.

Right: Fittings for the line include gas-tight Isolantite end seal equipped with lightning protection gaps and gage for checking gas pressure.

Below, right: A simple tightening operation with a wrench seals the joints in the line against leakage of gas.

Below: A view of the installed line leading from the transmitter to WTAM's tuning tower.

ISOLANTITE INC. pioneers again with the introduction of gas-filled aluminum coaxial transmission line for the new 470-foot vertical radiator at Station WTAM, Cleveland.

Light weight and low cost feature this radically new development in transmission line design, while life factor and electrical properties are comparable to those of copper. *Solderless* connectors make gas-tight joints of high tensile strength by a simple process of tightening bolts. Iso-Q* low-loss ceramic insulators, shaped to conform with the electrical field, and shielded to eliminate air gap stresses, provide the ultimate in safety and efficiency.

The differential expansion or contraction between the inner and outer tubes is halved by locking the two tubes securely with respect to each other at the middle of the line, so that expansion takes place in both directions from the center point.

Every detail of this new aluminum line is engineered with the same skill that has made Isolantite copper transmission line the choice of more than 100 broadcasting stations throughout the country. Write for information on aluminum and copper transmission lines for broadcast, police radio, airway beacon, and communications equipment.

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engineers or other engineers as may be mutually acceptable to the Governments concerned. Such field intensity measurements shall be made in the manner and for the periods of time mutually agreed upon by the Governments concerned.

The contracting Governments agree to facilitate the making of the measurements by requiring the stations involved to remain silent or operate in the manner deemed necessary, and at such times as not to interrupt regular schedules.

5. *Proof based on propagation curves and distance tables:*

(a) *Sky wave curves*—In computing the distance to the 50 per cent sky wave field intensity contour of a Class I station of a given power, and also in computing the 10 percent skywave field intensity of an alleged interfering station, of any class and given power, at a specified distance, use may be made of the appropriate graphs set forth in Appendix V, entitled "Average Sky Wave Field Intensity Corresponding to the Second Hour after Sunset in the Recording Station, 100 Millivolt per Meter at One Mile (161 at one kilometer)".

(b) *Ground wave curves*—The distance to any specified ground wave field intensity contour may be determined from appropriate ground wave curves plotted for the frequency under consideration and the conductivity and dielectric constant of the earth between the station and desired contour. The frequency and the conductivity of the earth must be considered in every case and where the distance is great due allowance must be made for loss due to curvature of the earth. A family of curves is necessary for this purpose. A graph for a conductivity of 10^{-13} is set forth in Appendix IV, entitled "Ground Wave Field vs. Distance for One Kilowatt Radiated From Short Antenna". Three frequencies in the standard broadcast band are given. For other frequencies and soil conditions (conductivity and dielectric constant) other curves are required. A conductivity of 10^{-13} is considered average and is used throughout in determining the ground wave value for computing the mileage separation tables.

(c) *Distance tables*—Table I shows the required day separation in miles between broadcast stations on the same channel. Table II gives the required distance in miles from the boundary of a country in which a Class I-A station is located for the daytime operation of a Class II station on the same channel in another country. Table III gives the required separation in miles between broadcast stations on adjacent channels during both daytime and nighttime. Table IV gives the required night separation in miles between broadcast stations operating on the same channel. The assumed conditions of operation are given in Appendix VI.

The tables are based upon the use of nondirectional antennas but, in case a directional antenna is employed at a particular station, it will be necessary to consider the radiation distribution of the directional antenna involved and to modify the mileage separation accordingly. The night separation tables for stations on the same frequency are computed from the skywave curve given in Appendix V. These curves are based on extensive measurements of the skywave produced by broadcasting stations and shall be considered as accurate in all cases unless proof to the contrary is available as set out in Section E 4. The mileage separation tables for the same channel during daytime and for adjacent channels day and night are computed from the groundwave curve in Appendix IV. Tables apply only in case the frequency is 1000 kc and the assumed soil conductivity and dielectric constant prevail. Since these values vary in every case the tables for daytime and adjacent channel separation cannot be used except as a general guide. In any case under consideration an estimate of the mileage separation required may be made from the operating frequency and known or assumed soil conditions. To determine the interference accurately, measurements must be made in accordance with Section E 4 on the frequency under consideration or on another frequency and from the curves the values may be determined for the desired frequency.

F. Miscellaneous

1. *Engineering standards*—The engineering standards set forth in this Agreement are subject to revision when justified by technical advances in the art, with the mutual consent of the governments parties to this Agreement.

Attachments:

Appendix I — Priority of use of clear channels for Class I and II stations.

Appendix II—Protected service and interference.

Appendix III—Adjacent channel interference.

Appendix IV—Ground wave graphs.

Appendix V—Sky wave graphs.

Appendix VI—Mileage separation tables.

Appendix VII — Engineering requirements for use of regional channels by Class II stations.

III

Notification and Effect Thereof

1. *Initial notification*—Each Government shall, as soon as possible after ratification of this Agreement, and in any event not later than 180 days prior to the effective date thereof, transmit to the other Governments:

(a) A complete list of all broadcast stations actually in operation in its country in the standard broadcast band both as of the date of the signing of this Agreement and as of the date of transmitting said list, showing with respect to each station its call signal, location, frequency, power, and antenna characteristics together with all changes authorized to be made with respect to said stations on or before the effective date of this Agreement, and the classification claimed for each such station.

(b) A complete list of all changes authorized to be made with respect to said stations after the effective date of this Agreement, the dates on or before which such changes are to be consummated, and the classification claimed for each such station under this Agreement when the proposed change has been consummated.

(c) A complete list of all new broadcast stations authorized but not yet in operation, showing with respect to each such station its call signal, location, frequency, power and antenna characteristics, the date and or before which each such station shall commence operation, and the classification claimed for it under this Agreement.

(d) The Governments agree that prior to the effective date of this Agreement, they will, so far as possible, resolve all conflicts that may arise between them as a result of the foregoing initial listings, and that, notwithstanding some such conflicts may

(*Continued on page 316*)

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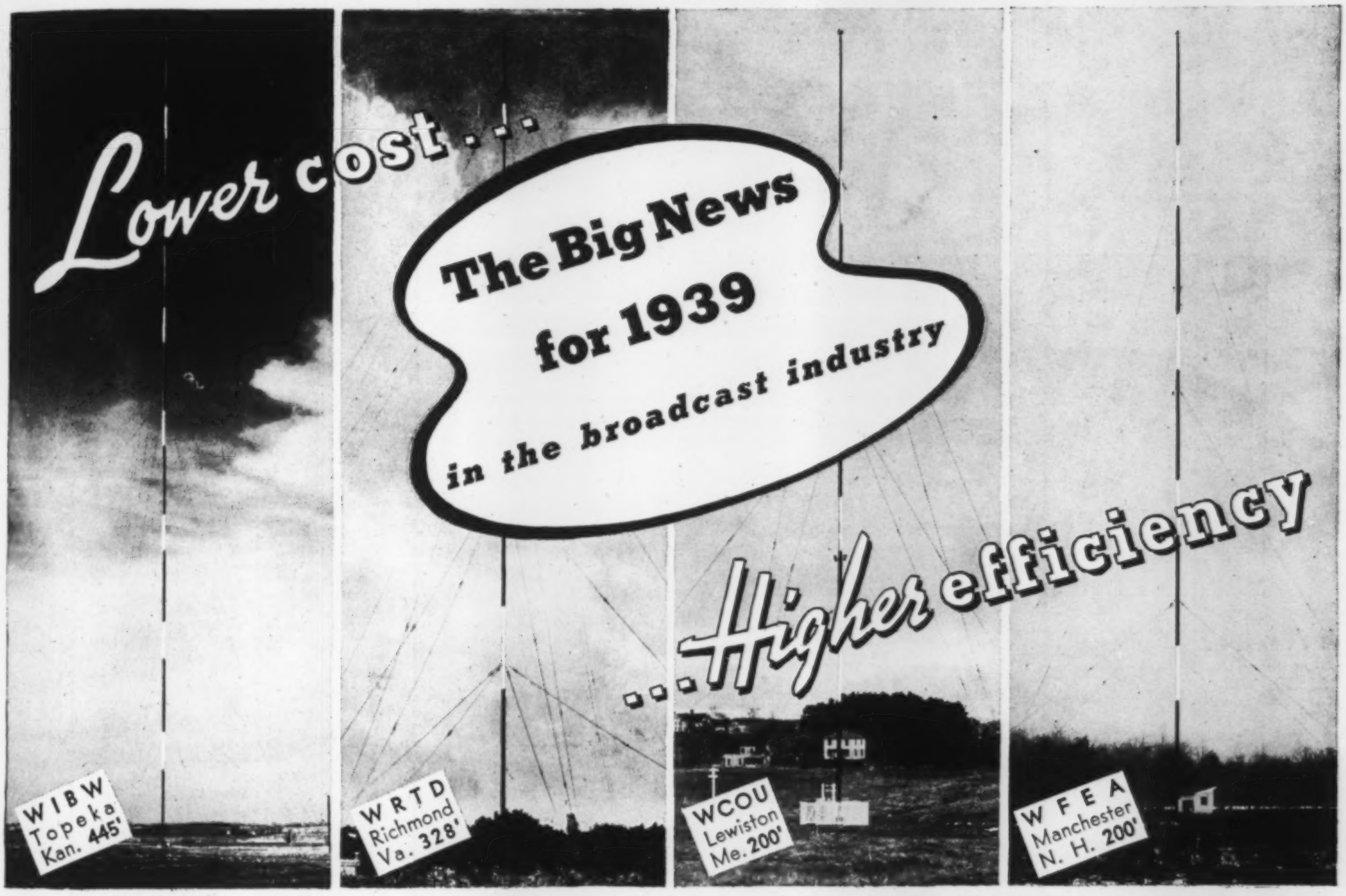

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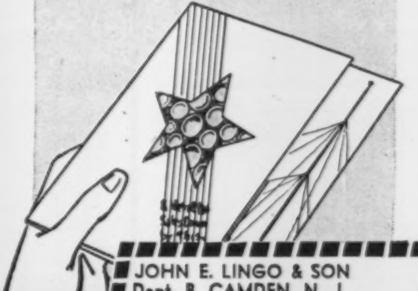

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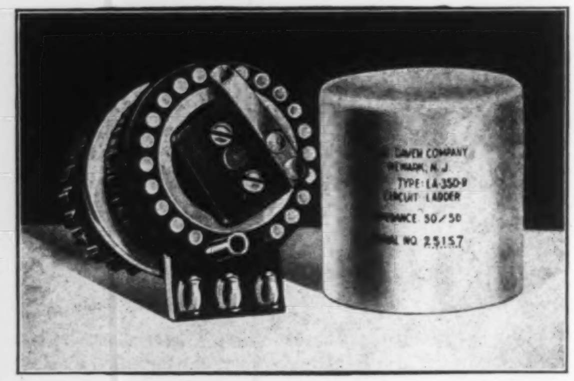

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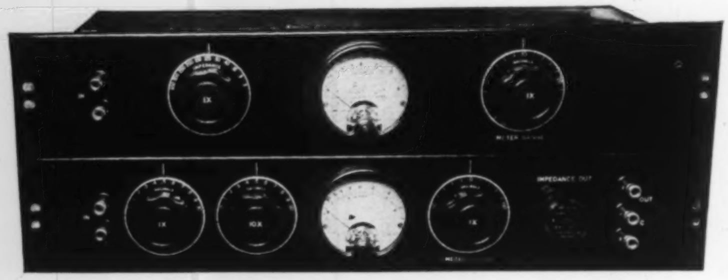

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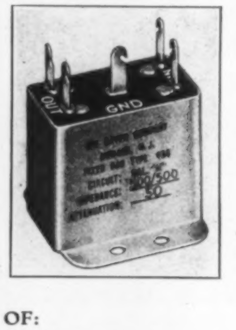

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THE DAVEN COMPANY

158-160 SUMMIT STREET NEWARK, NEW JERSEY

Text of North American Agreement

(Continued from page 314)

remain unresolved, they will cooperate to the end that there be no delay in putting the provisions of this Agreement into full force and effect on that date.

(e) In resolving conflicts in the use of clear channels, and in the listing of Class I and Class II stations, the provisions of this Agreement and particularly of Appendix I shall be controlling. In resolving conflicts in the use of regional and local channels, and in the listing of Class III and Class IV stations, priority of use shall be recognized in each country with respect to stations which at the time of signing of this Agreement are in actual operation, which in substance conform to the definitions of said classes as set forth in this Agreement, and with respect to which no substantial change is made or proposed; a change of frequency in order to conform to the designation of channels in this Agreement shall not be deemed a substantial change.

2. *Subsequent notifications* — After the effective date of this Agreement and throughout the period during which it shall remain in effect, each Government shall promptly notify the other Governments by registered letter of all further changes in existing broadcast stations and of all further new broadcast stations, together with similar information with regard to each such change or new station, and the proposed date on which each such change is to go into effect and on which each such new station is to actually commence operation.

3. *Effect of notification*—Each government may, within 30 days of receiving notification of any proposed change in the assignment of an existing station or of the authorization of a new station in another country, notify the Government of the latter country of any objection it may have thereto under the terms of this Agreement.

4. *Conflict between notifications*—To be valid, notifications of changes in the assignments of existing stations, or of authorizations of new stations must be such that the assignments proposed therein are in accordance with this Agreement and are such as not to involve objectionable interference to existing stations in other countries, assigned and operating in accordance with this Agreement. As between two or more notifications of changes or authorizations of new stations proceeding from different countries, after the effective date of this Agreement, priority in the date of mailing of notification shall govern.

5. *Cessation of effect*—(a) A notification of a proposed change in the assignment of an existing station or of an authorization of a new station shall cease to have any force and effect if, within one year of the date thereof such change shall not have been actually consummated or such new station shall not have actually commenced continuous operation.

(b) In special cases in which circumstances beyond the control of the Administration concerned have prevented the completion of the change or the construction of the new station, the term of the original notification may be extended for a period of six months.

6. *Berne Bureau* — The foregoing notifications shall be made independently of and in addition to those which, under current practice, are sent to the Bureau of the International Telecommunications Union.

IV
Arbitration

In case of disagreement between two or more contracting Governments concerning the execution of this Agreement the dispute, if it is not settled through diplomatic channels, shall be submitted to arbitration at the request of one of the Governments in disagreement. Unless the parties in disagreement agree to adopt a procedure already established by treaties concluded between them for the settlement of international disputes, the procedure shall be that provided for in Article 15 of the International Telecommunications Convention of Madrid, 1932.

V
Ratification, Execution and Denunciation

1. *Ratification*—To be valid this Agreement must be ratified by Canada, Cuba, Mexico and the United States of America.

If and when three of said four countries shall have ratified and the fourth shall, through unavoidable circumstances, have been unable to ratify but shall have signified to those countries that have ratified its readiness, pending ratification and as an administrative measure, to put the provisions of this Agreement (including the contents of Appendix I) into effect in whole or in part, then such country, together with those countries which shall have ratified, may, by administrative agreement between them, fix a definite date on which they shall give effect to such provisions, which date shall preferably be one year from the date of such administrative agreement.

The ratification must be deposited, as soon as possible, through diplomatic channels, in the archives of the Government of Cuba. This same Government shall, through diplomatic channels, notify the other signatory Governments of the ratifications as soon as they are received.

2. *Effect of ratification*—This Agreement shall be valid only as between such countries as shall have ratified it.

3. *Execution*—The contracting Governments undertake to apply the provisions of this Agreement, and to take steps necessary to enforce said provisions upon the private operating agencies recognized or authorized by them to establish and operate broadcast stations within their respective countries.

4. *Denunciation* — Each contracting Government shall have the right to denounce this Agreement by a notification addressed, through diplomatic channels, to the Government of Cuba, and announced by that Government, through diplomatic channels, to all the other contracting Governments. This denunciation shall take effect at the expiration of the period of one year from the date on which the notification was received by the Government of Cuba. This effect shall apply only to the author of the denunciation. This Agreement shall remain in force for the other contracting Governments but only as between such Governments.

VI
Effective Date and Term of the Agreement

1. Except for the provisions of Section 1 of Part III, Section 1 of Part V, and paragraph 3 of Table VI of Appendix I annexed hereto (which provisions shall go into effect immediately upon this Agreement becoming valid), this Agreement shall become effective one year after the date it shall have been ratified by the fourth of those Governments whose ratification is requisite to the validity of this Agreement. The Governments will cooperate to the end that, wherever possible, the provisions of this Agreement shall be carried out in advance of said effective date.

2. This Agreement shall remain in effect for a period of five years after said effective date.

VII
Adherence

This Agreement shall be open to adherence in the name of Newfoundland.

In witness whereof the respective plenipotentiaries have signed the Agreement in triplicate, one copy in English, one in Spanish, and one copy in French, each of which shall remain deposited in the archives of the Government of Cuba and a copy of each of which shall be forwarded to each Government.

Done at Habana, Cuba, December 13, 1937.

Appendices and Tables: Allocation Provisions of Havana Agreement

APPENDIX I

Under the provisions of Section II of this Agreement each country may use all the 106 channels when technical conditions with respect to interference to established stations are such as to render such use practicable. However, priority of use on specified clear channels is recognized for the following number of Class I and II stations in each country.

TABLE I

Canada	14
Cuba	9*
Dominican Republic	1
Haiti	1
Mexico	15
Newfoundland	2*
United States	63

---

*See Table V for special arrangements provided for Cuba and Newfoundland.

These stations and the conditions of their operation are as specified in Tables II, III, IV, V, VI, VII and VIII following herewith.

TABLE II

Class I-A Stations

(Canada, Cuba, and Mexico)

Frequency	*Location of Stations*
690	Quebec, Canada
730	Mexico, D. F.
740	Ontario, Canada
800	Sonora, Mexico
860	Ontario, Canada
900	Mexico, D. F.
990	Manitoba, Canada
1010	Alberta, Canada
1050	Nuevo Leon, Mexico
1220	Yucatan, Mexico
1540	Santa Clara, Cuba
1570	Nuevo Leon, Mexico
1580	Quebec, Canada

TABLE III

Class I-B Stations

Frequency	*Location of stations*	*Power Limitation (Kw.)*	*Requirements as to directional antennas*
810	New York, U. S. A.	—	None
810	California, U. S. A.	—	To be determined
940	Quebec, Canada	5 kw. min. permissible	Determine from operation
940	Mexico, D. F.	—	Determine from operation
1000	Jalisco, Mexico	20	To be determined
1000	Washington, U. S. A.	—	To be determined
1000	Illinois, U. S. A.	—	To be determined
1010	Havana, Cuba	—	Determine from operation
1060	Mexico, D. F.	—	To be determined
1060	Pennsylvania, U. S. A.	—	To be determined
1070	Maritime Provinces, Canada	—	None
1070	California, U. S. A.	—	None
1080	Connecticut, U. S. A.	—	To be determined
1080	Texas, U. S. A.	—	To be determined
1090	Baja Calif., Mexico	—	To be determined
1090	Maryland, U. S. A.	—	To be determined
1090	Arkansas, U. S. A.	—	To be determined
1110	North Carolina, U. S. A.	—	To be determined
1110	Nebraska, U. S. A.	—	To be determined
1130	British Columbia, Canada	5 kw. min. permissible	None
1130	New York-New Jersey, U. S. A.	—	None
1140	Chihuahua, Mexico	—	To be determined
1140	Virginia, U. S. A.	—	To be determined
1170	Oregon, U. S. A.	—	To be determined
1170	Oklahoma, U. S. A.	—	To be determined
1170	West Virginia, U. S. A.	—	To be determined
1190	Sinaloa, Mexico	—	To be determined
1190	Indiana, U. S. A.	—	To be determined
1550	Ontario, Canada	—	Determine from operation
1550	Vera Cruz, Mexico	20	Determine from operation
1560	Havana, Cuba	—	......

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TABLE IV

Class II Stations

Frequency	*Location of stations*	*Power Limitation (Kw.)*	*Requirements as to directional antennas*
640	Newfoundland	—	None
690	Kansas-Oklahoma, U. S. A.	—	To be determined [a]
740	Calif., U. S. A.	—	To be determined [b]
800	Ontario, Canada	5	To be determined
810	Tamaulipas (Tampico) Mexico	50	To be determined
900	Quebec, Canada	5	To be determined
990	Tennessee, U. S. A.	—	To be determined [c]
1000	Oriente, Cuba	10	To be determined
1050	New York, U. S. A.	—	To bo determined
1060	Alberta, Canada	10	To be determined
1070	Alabama, U. S. A.	—	To be determined
1080	Manitoba, Canada	15	To be determined
1080	Haiti	10	To be determined
1110	Mexico, D. F.	20	To be determined
1130	Louisiana, U. S. A.	—	To be determined
1170	Dominican Republic	10	To be determined
1190	Havana, Cuba	15	To be determined

---

[a] Permissible to increase field intensity above 25 uv/m (10% skywave) west of Minnesota on Canadian border.

[b] Same as [a] except west of North Dakota.

[c] Same as [a] except east of Minnesota. Also 650 miles from border requirement waived.

TABLE V

Class II Stations [a] on Regional Channels

(Cuba and Newfoundland)

Frequency	*Location of Stations*	*Maximum Power in kw.*
560	Newfoundland	10
570	Santa Clara, Cuba	15
590	Havana, Cuba	25
630	Havana, Cuba	15
1270	Havana, Cuba	10

---

[a] These stations shall use directional antennas to prevent objectionable interference to the Class III stations on the channel in accordance with Appendix VII.

TABLE VI

Special Conditions Affecting the United States

The 24 Class I and II stations in the United States which use clear channels with other countries party to this agreement are given in Tables III and IV.

The remaining 39 Class I and II stations of the United States will be assigned the following clear channels:

640 650 660 670 680 700 710 720 750 760 770 780 820 830 840 850 870 880 890 1020 1030 1040 1100 1120 1160 1180 1200 1210 1500 1510 1520 1530

It is recognized that the United States must make extensive adjustments in the assignments of its existing stations in order to make possible the carrying out of this Agreement, that these adjustments will require approximately a year, and that it is not possible for the United States at this time to specify on which of the said 32 channels it will have priority of use for Class I-A stations, Class I-B stations and Class II stations respectively, nor the locations of such stations, power and other information with respect thereto. The United States may assign Class I-A stations to at least 25 of said channels. The United States agrees that ninety days before the effective date of this Agreement it will communicate this information to each of the other countries parties to this Agreement, and such information, when communicated, shall be considered part of this Agreement as if fully set forth herein.

Nothing stated in this Agreement shall be construed to preclude the United States of America from asserting, and enjoying recognition of, priority of use with reference to certain other Class II stations (not included in the 63 stations mentioned in Table I) which are now in actual operation in the band 640-1190 kcs. and which are known under the Regulations of the Federal Communications Commission as "limited time stations" and "daytime stations" (having hours of operation limited to sunset taken either at their respective locations or at the locations of the respective dominant stations on clear channels and in some cases including hours not actually used by said dominant stations) which stations may, so far as permitted by the terms of this Agreement and the engineering standards herein set forth, be given assignments substantially equivalent to those they now enjoy.

TABLE VII

Special Conditions Regarding the Use of 1010 kc. by Cuba and Canada

With regard to the use of the clear channel of 1010 kc by a Class I-A station in Canada, and by a Class I-B station in Cuba, both countries mutually agree that the interfering signal shall not exceed for 10 per cent of the time or more the value of 50 microvolts per meter at the following points of measurement: in Cuba at any point east of the province of Camaguey, and in Canada at any point west of the province of Manitoba.

TABLE VIII

Special Conditions Affecting Canada

Nothing stated in this Agreement shall be construed to preclude Canada from asserting priority of use with reference to certain Class III and IV stations now in operation in Canada on existing clear and regional channels which through this Agreement will become of a class of channel which may not permit their use by Class III and IV stations.

(Continued on page 318)

Appendices and Tables: Allocation Provisions of Havana Agreement

(Coontinued from page 317)

PROTECTED SERVICE CONTOURS AND PERMISSIBLE INTERFERENCE SIGNALS FOR BROADCAST STATIONS

APPENDIX II

TABLE I

Class of station	*Class of channel used*	*Permissible power*	*Boundary or signal intensity contour of area protected from objectionable interference* [a]		*Permissible interfering signal* [b]	
			Day	*Night*	*Day*	*Night* [c]
I A	Clear	50 kw or more	Boundary of country in which station is located		5 uv/m	25 uv/m [d]
I B	Clear	10 kw to 50 kw	100 uv/m	500 uv/m (50% sky wave)	5 uv/m	25 uv/m
II	Clear [d]	0.25 kw to 50 kw	500 uv/m [e]	2500 uv/m [e] (Ground wave)	25 uv/m [e]	125 uv/m [e]
III A	Regional	1 kw to 5 kw	500 uv/m	2500 uv/m (Ground wave)	25 uv/m	125 uv/m
III B	Regional	0.5 kw to 1 kw night and 5 kw day	500 uv/m	4000 uv/m (Ground wave)	25 uv/m	200 uv/m
IV	Local	0.1 kw to 0.25 kw	500 uv/m	4000 uv/m (Ground wave)	25 uv/m	200 uv/m

---

[a] In accordance with other provisions in this Agreement this freedom of interference does not apply outside the boundaries of the country in which the station is located.

[b] From other stations on same channel only. For adjacent channels see Appendix III, Table I.

[c] Sky wave field intensity exceeded for 10% of the time.

[d] No Class II station shall be assigned to the same channel as a Class I-A station for nighttime operation (from sunset to sunrise) less than 650 miles of the nearest border of the country in which the Class I-A station is located.

[e] These values are with respect to interference from all stations except Class I, which stations may cause interference to a field intensity contour of higher value. However, it is recommended that Class II stations be so located that the interference received from Class I stations will not exceed these values. If the Class II stations are limited by Class I stations to higher values, then such values shall be the standard established with respect to interference from all other classes of stations.

APPENDIX III
TABLE I
ADJACENT CHANNEL INTERFERENCE

Channel separation between desired and undesired stations	*Maximum ground wave field intensity of undesired station*
10 kc	0.25 mv/m
20 kc	5.0 mv/m
30 kc	25.0 mv/m

The undesired ground wave signal shall be measured at or within the 0.5 mv/m ground wave contour of the desired station. These values apply to all classes of stations both day and night and are based on ground waves only. No adjacent channel interference is considered on the basis of an interfering sky wave.

APPENDIX VI
Mileage Separation Tables

The required separations between broadcasting stations as tabulated below are based upon the following conditions:

1. The use of nondirectional antennas.
2. Antenna efficiencies (in mv/m at one mile for one kilowatt).
   Class I—225 mv/m
   Class II and III—175 mv/m
   Class IV—150 mv/m
3. Frequency, 1000 kc.
4. Soil conductivity, $s = 10^{-13}$.
5. Soil dielectric constant, $e = 15$.
6. Groundwave transmission as shown on chart in Appendix IV.
7. Skywave transmission as shown on chart in Appendix V.
8. Protection to service areas as shown in Appendix II, Table I.
9. Ratio of desired to undesired signal:

Channel Separation	*Ratio of Desired to Undesired*
Same frequency	20:1
10 kc.	2:1
20 kc.	1:10
30 kc.	1:50

TABLE I

REQUIRED DAY SEPARATION IN MILES BETWEEN BROADCAST STATIONS ON THE SAME CHANNEL

	Class IV		Classes II and III							Class I					
Class and Power	**100 W.**	**250 W.**	**0.25 Kw.**	**0.5 Kw.**	**1 Kw.**	**5 Kw.**	**10 Kw.**	**25 Kw.**	**50 Kw.**	**10 Kw.**	**25 Kw.**	**50 Kw.**	**100 Kw.**	**250 Kw.**	**500 Kw.**
Class IV															
100 W.	143	165	172	192	213	265	285	310	335	390	417	437	462	486	513
250 W.	165	173	180	200	221	273	293	318	343	415	442	462	487	511	538
Classes II and III															
0.25 Kw.	172	180	183	203	224	276	296	321	346	418	446	465	490	514	541
0.5 Kw.	192	200	203	210	231	283	303	328	353	446	473	493	518	542	569
1 Kw.	213	221	224	231	239	291	311	336	361	467	494	514	539	563	590
5 Kw.	265	273	276	283	291	313	333	358	383	520	547	567	592	616	643
10 Kw.	285	293	296	303	311	333	345	370	395	540	567	587	612	636	663
25 Kw.	310	318	321	328	336	358	370	389	414	565	592	612	637	661	688
50 Kw.	335	343	346	353	361	383	395	414	430	587	614	634	639	683	710
Class I															
10 Kw.	390	415	418	446	467	520	540	565	587	556	585	605	620	655	682
25 Kw.	417	442	446	473	494	547	567	592	614	585	612	632	657	682	709
50 Kw.	437	462	465	493	514	567	587	612	634	605	632	652	677	702	729
100 Kw.	462	487	490	518	539	592	612	637	659	628	657	677	697	727	754
250 Kw.	486	511	514	542	563	616	636	661	683	655	682	702	727	751	778
500 Kw.	513	538	541	569	590	643	663	688	710	682	709	729	754	778	805

TABLE II

REQUIRED DISTANCE IN MILES FROM THE BOUNDARY OF A COUNTRY IN WHICH A CLASS I-A STATION IS LOCATED FOR DAYTIME OPERATION OF A CLASS II ON THE SAME CHANNEL

	Class II						
Power of Station	**0.25 Kw.**	**0.5 Kw**	**1 Kw.**	**5 Kw.**	**10 Kw.**	**25 Kw.**	**50 Kw.**
Miles from Boundary................................	237	261	282	335	355	380	402

(Continued on page 320)

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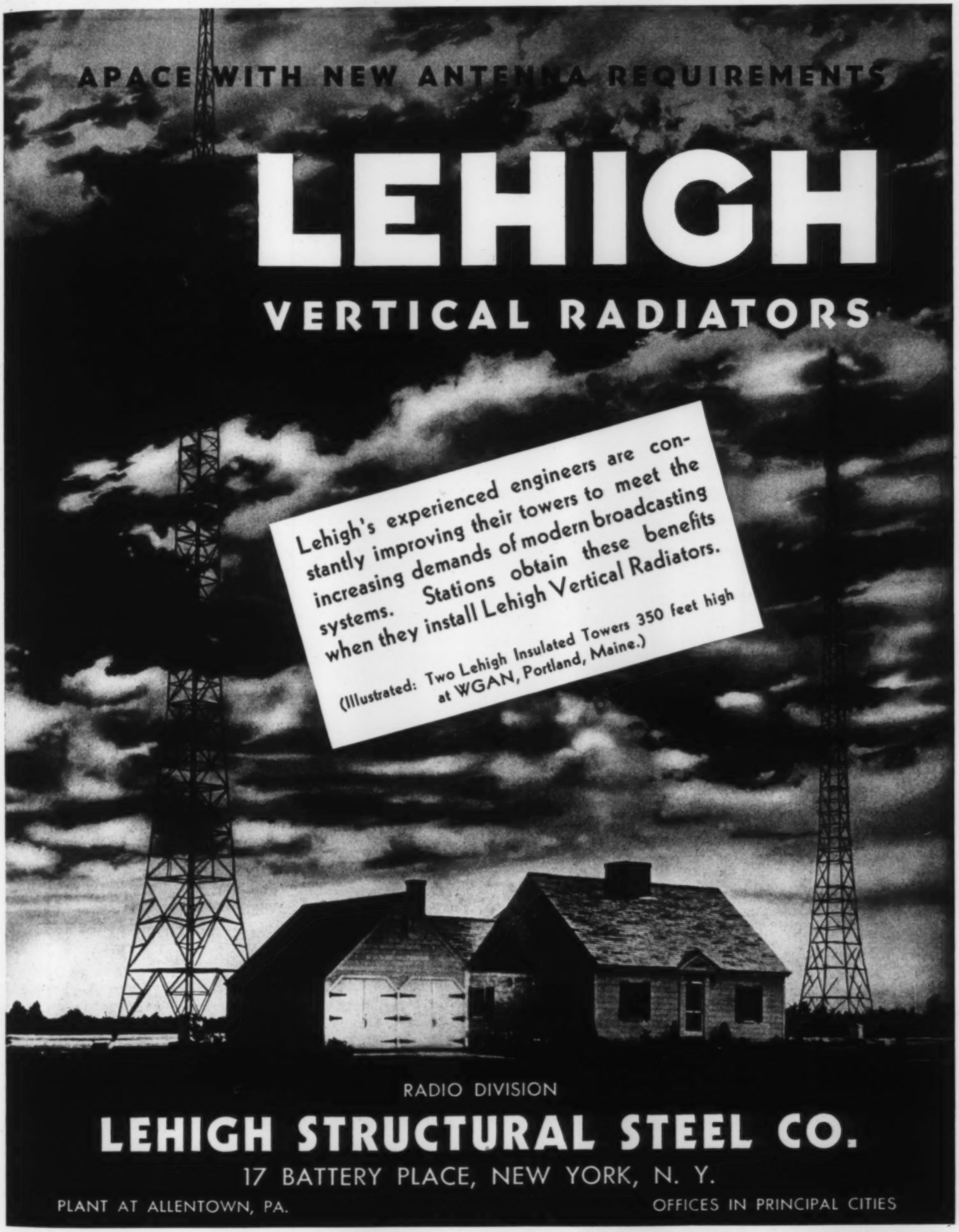

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Appendices and Tables: Allocation Provisions of Havana Agreement

(*Continued from page 318*)

TABLE III

REQUIRED DAY AND NIGHT SEPARATION IN MILES BETWEEN BROADCAST STATIONS ON ADJACENT CHANNELS

	Class IV						Classes II and III														
Class &	**0.1 Kw.**			**0.25 Kw.**			**0.25 Kw.**			**0.5 Kw.**			**1 Kw.**			**5 Kw.**			**10 Kw.**		
Power	**10 Kc.**	**20 Kc.**	**30 Kc.**	**10 Kc.**	**20 Kc.**	**30 Kc.**	**10 Kc.**	**20 Kc.**	**30 Kc.**	**10 Kc.**	**20 Kc.**	**30 Kc.**	**10 Kc.**	**20 Kc.**	**30 Kc.**	**10 Kc.**	**20 Kc.**	**30 Kc.**	**10 Kc.**	**20 Kc.**	**30 Kc**
Class IV																					
0.1 Kw.	73	37	32	82	45	40	86	47	42	94	55	50	105	63	58	133	84	79	149	98	93
0.25 Kw.	82	45	40	90	48	41	94	50	43	102	58	51	113	66	59	141	87	80	157	101	94
Classes II & III																					
0.25 Kw.	86	47	42	94	50	43	96	51	43	104	59	51	115	67	59	143	88	80	159	102	94
0.5 Kw.	94	55	50	102	58	51	104	59	51	112	62	52	123	70	60	151	91	81	167	105	95
1 Kw.	105	63	58	113	66	59	115	67	59	123	70	60	131	73	62	159	94	83	175	108	97
5 Kw.	133	84	79	141	87	80	143	88	80	151	91	81	159	94	83	180	104	87	196	118	101
10 Kw.	149	98	93	157	101	94	159	102	94	167	105	95	175	108	97	196	118	101	210	123	104
25 Kw.	172	115	110	180	118	111	182	119	111	190	122	112	198	125	114	219	135	118	233	140	121
50 Kw.	190	131	126	198	134	127	200	185	127	208	188	128	216	141	130	237	151	134	251	156	137
Class I																					
10 Kw.	162	107	102	170	110	103	172	111	103	180	114	104	188	117	106	209	127	118	228	132	113
25 Kw.	183	126	121	191	129	122	193	130	122	201	133	123	209	136	125	230	146	129	244	151	132
50 Kw.	203	144	139	211	147	140	218	148	140	221	151	141	229	154	143	250	164	147	264	169	150
500 Kw.	277	211	206	285	214	107	287	215	207	295	218	203	303	221	210	324	231	214	338	236	217

	Class II						Class I											
Class and	**25 Kw.**			**50 Kw.**			**10 Kw.**			**25 Kw.**			**50 Kw.**			**500 Kw.**		
Power	**10 Kc.**	**20 Kc.**	**30 Kc.**	**10 Kc.**	**20 Kc.**	**30 Kc.**	**10 Kc.**	**20 Kc.**	**30 Kc.**	**10 Kc.**	**20 Kc.**	**30Kc.**	**10 Kc.**	**20 Kc.**	**30 Kc.**	**10 Kc.**	**20 Kc.**	**30 Kc.**
Class IV																		
0.1 Kw.	172	115	110	190	131	126	162	107	102	183	126	121	203	144	139	277	211	206
0.25 Kw.	180	118	111	198	134	127	170	110	103	191	129	122	211	147	140	285	214	207
Classes II and III																		
0.25 Kw.	182	119	111	200	135	127	172	111	103	193	130	122	213	148	140	287	215	207
0.5 Kw.	190	122	112	208	138	128	180	114	104	201	133	123	221	151	141	295	218	208
1 Kw.	198	125	114	216	141	130	188	117	106	209	136	125	229	154	143	303	221	210
5 Kw.	219	135	118	237	151	134	209	127	110	230	146	129	250	164	147	324	231	214
10 Kw.	233	140	121	251	156	137	223	132	113	244	151	132	264	169	150	338	236	217
25 Kw.	250	149	125	268	165	141	242	145	123	261	160	136	281	178	154	355	245	221
50 Kw.	268	165	141	284	172	145	260	161	139	279	163	144	297	185	158	371	252	225
Class I																		
10 Kw.	242	145	123	260	161	139	232	137	115	253	156	134	273	174	152	347	241	219
25 Kw.	261	160	136	279	168	144	253	156	134	272	163	139	292	181	157	366	248	224
50 Kw.	281	178	154	297	185	158	273	174	152	292	181	157	310	190	161	384	257	227
500 Kw.	355	245	221	371	252	225	347	241	219	366	248	224	384	257	227	451	291	247

TABLE IV

Required Night Separation in Miles Between Broadcast Stations on the Same Channels

The following tables indicate the mileage protection each class must give all other classes.

Class I-A	Class I-A	Not required to protect Class II stations on same channel at night.

TABLE IV A

Class I-B	Class I-B	Must protect other Class I-B stations as shown below.

Class I-B	*5 kw.*	*10 kw.*	*25 kw.*	*50 kw.*
10 kw.		2665	3010	3280
25 kw.		3010	3243	3500
50 kw.		3280	3500	3660

TABLE IV—C

CLASS III-Aa MUST PROTECT OTHER CLASSES AS SHOWN BELOW

	Class III-A		Class III-B	
Class III-A	**1 Kw.**	**5 Kw.**	**.5 Kw.**	**1 Kw.**
1 Kw.	739	1025	550	553
5 Kw.	1025	1039	847	851

aSee Appendix VII for protection Class III stations should give Class II stations on regional channels.

TABLE IV D

Class III Bb Must protect other classes as shown below.

	Class III A		*Class III B*	
Class III B	*1 kw.*	*5 kw.*	*.5 kw.*	*1 kw.*
.5 kw.	735	1020	383	550
1. kw.	739	1025	550	553

TABLE IV-B

CLASS II—MUST PROTECT OTHER CLASSES AS SHOWN BELOW

	Class II Stations							Class I-B Stations			Class I-A Stations Distance from Nearest Border of Country in Which Class I-A Station is Located
Class II	**.25 Kw.**	**.5 Kw.**	**1 Kw.**	**5 Kw.**	**10 Kw.**	**25 Kw.**	**50 Kw.**	**10 Kw.**	**25 Kw.**	**50 Kw.**	
.25 Kw.	451	602	732	1018	1136	1271	1529	1378	1610	1760	1038
.5 Kw.	602	606	736	1022	1140	1275	1533	1508	1735	1890	1180
1 Kw.	732	736	739	1025	1143	1280	1535	1658	1885	2080	1335
5 Kw.	1018	1022	1025	1039	1157	1292	1547	2165	2395	2550	1830
10 Kw.	1136	1140	1143	1157	1162	1298	1553	2450	2680	2830	2122
25 Kw.	1271	1275	1280	1292	1298	1810	1560	2880	3120	3260	2575
50 Kw.	1529	1533	1535	1547	1553	1560	1570	3090	3330	3480	2730

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TABLE IV E

Class IV—Must protect other classes as shown below.

	Class III A		*Class III B*		*Class IV*
Class IV	*1 kw.*	*5 kw.*	*.5 kw.*	*1 kw.*	
.1 kw.	300	300	Daytime separation determines		Daytime separation determines
.25 kw.	395	407			

---

b See Note a, Table IV-c

TABLE IV F

Distance Class II Stations must be from Class I A and I B Stations to obtain recommended protection to Class II Station (2.5 mv/m ground wave contour).

	Class I A and I B Stations			
Class II(a)	*10 kw.*	*25 kw.*	*50 kw.*	*500 kw.*
.25 kw.	1248	1462	1520	2767
.5 kw.	1252	1470	1523	2771
1. kw.	1256	1473	1528	2775
5. kw.	1270	1484	1541	2789
10. kw.	1275	1490	1546	2793
25. kw.	1285	1498	1743	2803
50. kw.	1293	1510	1750	2812

Note (a): Must use directional antenna to protect dominant station or stations with these separations.

TABLE IV G

Distance Class IV Stations must be from Class III-A and III-B Station to obtain recommended protection to Class IV Station (4.0 mv/m ground wave contour).

Class IV	*Class III-A or III-B*		
Power	*.5*	*1.0*	*5.0*
.10	377	547	847
.25	381	551	851

APPENDIX VII

Engineering Requirements for the Use of Regional Channels by Class II Station under the Provisions of Section C 5 c.

A Class II station assigned to a regional channel in accordance with Section C 5 c shall use a directional antenna or other means to limit the interfering signal within the protected service area of any Class II station on the channel to the value set forth in Appendix II, Table I. The interfering signal in case of projected operation shall be determined from the characteristics of the antenna and appropriate curve in Appendix V. In case of actual operation the interfering signal shall be determined by the method described in Section E 4.

Class III stations, operating on a channel to which a Class II station is assigned, should limit the interference to the Class II station in conformity with the provisions of Appendix II, Table I.

PROFESSIONAL EQUIPMENT

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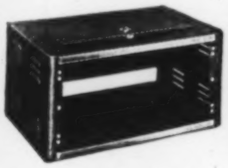

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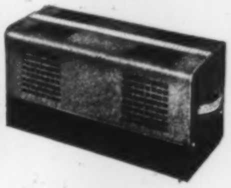

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BROADCAST EQUIPMENT TYPES ACCEPTED AND RECORDED BY FCC

These manufacturers have filed with the Engineering Department of the FCC blue prints and specifications of the apparatus herein described. Applicants intending to use any of this equipment need not file with the FCC blue prints and other descriptive matter in presenting applications covering use of such equipment. Mention of the type number will be sufficient.

AMERICAN PIEZO SUPPLY CO.—40th & Woodland Ave., Kansas City, Mo.
Types No. C-X-1 and C-X-7-C: Automatic Frequency Control Unit.
Type No. C-X-1-P: Automatic Frequency Control Unit with Power Supply.

AMERICAN SALES CO.—44 W. 18th St., New York City.
Catalogue No. 601: 50 watt Broadcast Transmitter (includes REL Cat. No. 285 AFCU).

BLILEY ELECTRIC CO.—203 Union Station Bldg., Erie, Pa.
Type No. BC 46: Automatic Temperature Control Unit.

COLLINS RADIO CO.—Cedar Rapids, Ia.
Types No. 10L; 10S; 10S-1; 40A; 40A-1; 40C; 40D: Automatic Frequency Control Units.
Types No. 300B-100w; 300D; 300D-1; 300D-2; 300D-3; 300E: 100 watt Broadcast Transmitters.
Types No. 300B-250w; 300C; 300C-1; 300F: 250 watt Broadcast Transmitters.
Type No. 20A: 500 watt Broadcast Transmitter.
Types No. 20C; 20C-1; 20C-2; 20D; 20E; 20H; 20J: 1000 watt Broadcast Transmitter.
Type No. 21C: 5000 watt Broadcast Transmitter.

COMMERCIAL RADIO EQUIPMENT CO.—7205 Baltimore St., Kansas City.
Type No. FC-2: Automatic Frequency Control Unit.

DEFOREST RADIO CO.—(Now owned by RCA Victor Co., Inc., Camden, N. J.).
Type No. ABM 104: Automatic Frequency Control Unit Model B.
Type No. 107-A: 50 watt Broadcast Transmitter Model TBM 104.
Type No. 107-B: 100 watt Broadcast Transmitter Model TBM 105.
Type No. 109-C: 250 watt Broadcast Transmitter.
Type No. 104-A: 500 watt Broadcast Transmitter.
Type No. 116-A: 1000 watt Broadcast Transmitter.
Type No. 105-B: 5000 watt Broadcast Transmitter.

DOOLITTLE & FALKNOR, Inc.—1306 W. 74th St., Chicago.
Type No. OB-1: Automatic Frequency Control Oscillator and Amplifier Unit (includes Type 1-B ATCC).
Type No. OB-2: Automatic Frequency Control Unit (includes Type 1-B ATCC).
Type No. OB-5: Automatic Frequency Control Unit (includes Type TC-1 ATCU).
Type No. TC-1: Automatic Temperature Control Unit (includes Type 2-A ATCC).
Type No. 100-B: 100 watt Broadcast Transmitter (includes Type OB-2 or OB-5 AFCU).
Type No. 250-B: 250 watt Broadcast Transmitter (includes Type OB-2 or OB-5 AFCU).

GATES AMERICAN CORP.—Quincy, Ill.
Type No. 100-A: 100 watt Broadcast Transmitter.
Type No. 250-A: 250 watt Broadcast Transmitter.
Type No. 25-A: Automatic Frequency Control Unit.

HYGRADE SYLVANIA CORP.—Electronics Dept., Clifton, N. J.
Types No. 120-A and 121-A: 100 watt Broadcast Transmitters.
Type No. 162-A: 250 watt Broadcast Transmitter.
Type No. 190-A: 500 watt Broadcast Transmitter.
Type No. 210-A: 750 watt Broadcast Transmitter (Rated 500 watt for Broadcast Service).
Type No. 241-A: 1 kw Broadcast Transmitter.
Type No. 260-A: 5 kw Broadcast Transmitter.
Type No. 270-A: 10 kw Broadcast Transmitter.

INTERNATIONAL BROADCASTING EQUIPMENT CO.—312 W 51st Street, Chicago, Ill.
Type No. 6-B: Automatic Frequency Control Unit (for use WE equipment).
Types No. 52-A and 52-B: Automatic Frequency Control Units.
Type No. 100-250-38: 250 watt Broadcast Transmitter.

FREQUENCY MONITORS
Approved by FCC Under Rule 145

Manufacturer	Type	Approval No.
DeForest Radio Co. (Now owned by RCA Mfg. Co.)	ABM-106 Model A	1451
General Radio Co.	Oscillator Type 475A or B Deviation Meter Type 681 Quartz Plate Type 376-J or L	1452
Western Electric Co.	1-A Oscillator 700-A modified	1453
RCA Victor Co.	EX-4180	1454
Doolittle and Falknor, Inc.	FD-1	1455
Bremer Broadcasting Corp.	A	1456
H. O. Boehme, Inc.	5-M	1456
International Broadcasting Equipment Co.	Type 60	1457
Piezo Electric Laboratories	PM-125-A	1458
Pillar of Fire	A	1459
Hygrade Sylvania Corp.	Model 30J	1460

MODULATION MONITORS
Approved by FCC Under Rule 139

Manufacturer	Type	Approval No.
General Radio Co.	731-A	1551
RCA Mfg. Co., Inc.	66-A	1552
RCA Mfg. Co., Inc.	66-B	1553

KLUGE RADIO CO.—1041 North Bonnie Brae, Los Angeles (formerly National Broadcasting Equipment Co., Scottsbluff, Neb.).
Types No. 4-B and 4-D: 100 watt Broadcast Transmitters.
Type No. 4-C: 250 watt Broadcast Transmitter.

PIEZO ELECTRIC LABORATORIES.—612 Rockland Ave., New Dorp, N. Y.
Types No. TC-210 and TC-350: Automatic Temperature Control Oven and Relay Unit.
Type No. OB-10: Oscillator and Amplifier Unit (Oscillator and first buffer, no ATCU or crystal).
Type No. OB-20: Amplifier Unit (second buffer).

PRECISION PIEZO SERVICE.—427 Asia St., Baton Rouge, La.
Type No. 50-M: Automatic Temperature Control Unit.

PREMIER CRYSTAL LABORATORIES Inc.—53-63 Park Row, New York City.
Type No. 350-A: Automatic Frequency Control Unit.

RCA VICTOR CO Inc.—Camden, N. J.
Types No. EX-4170; UL-4252-A; UL-4252-X; UL-4292; OA-1A; OA-1B: Automatic Frequency Control Unit.
Types No. 100-E; 100-G; 100-H; 100-W; ET-4230; ET-4240; ET-4240-A: 100 watt Broadcast Transmitters.
Types No. 250-D; 250-E; 250-G; ET-4250; ET-4250-A; 250 watt Broadcast Transmitters.
Type No. 250-F: 250 watt Broadcast Exciter Unit.
Type No. 250-W: 100/250 watt Broadcast Transmitter.
Type No. 1001-C: 500/1000 watt Broadcast Transmitter (NG 250 watts).
Type No. 1001-D (1-D) 500 & 1000 watt Broadcast Transmitter.
Type No. ET-4251AA: 1 kw Amplifier Unit.
Type No. AA-4251: 1 kw Power Amplifier and Modulator Unit (added to Type ET-4250 makes Type 1001-D).
Type No. 1-D-A: 500 watt Broadcast Transmitter (modified for 500 watts).
Types No. 1-D-A; 1-D-B; 1-E-A; 1-G: 1000 watt Broadcast Transmitters.
Types No. 1005-B; 1005-C (5-C); 5-C-1; 5-C-B; 5-D; 5-D-1; 5-DX: 5 kw Broadcast Transmitters.
Type No. A-10-A: 10 kw Power Amplifier.
Types No. 10-C; 10-C-A; 10-C-B; 10-D: 10 kw Broadcast Transmitters.
Types No. 1050-B; 50-C; 50-D: 50 kw Broadcast Transmitters.
Types No. 50-C and 50-D: 50 kw Power Amplifier.
Type No. 500-A: 500 kw Power Amplifier and Modulator Unit.

RADIO ENGINEERING LABORATORIES Inc.—100 Wilbur Ave., Long Island City, N. Y.
Catalogue No. 285: Automatic Frequency Control Unit.
Catalogue No. 256: 100 watt Broadcast Transmitter.

R. C. POWELL & CO. Inc.—(No longer in business).
Type No. 43-B: 100 watt Broadcast Transmitter.
Type No. 21-K: 250 watt Broadcast Transmitter.
Type No. 8-K: 1000 watt Broadcast Transmitter.
Type No. 3-K: Automatic Temperature Control Chamber.
Type No. 1-K: Automatic Frequency Control Unit.

D. V. TOSTENSON—Moorhead, Minn.
Types No. 1-C and 2-C: Automatic Frequency Control Units.
Type No. 3-B: Automatic Temperature Control Chamber.
Type No. 101-B: 100 watt Broadcast Transmitter.
Type No. 250-B: 250 watt Broadcast Transmitter.

WESTERN ELECTRIC CO.—195 Broadway, New York City.
Types No. 700-A; 702-A; D-90684: Automatic Frequency Control Units.
Type No. 700-B: Automatic Frequency Control Unit (modified for low temperature coefficient crystal).
Type No. 20-A: 100/250 watt Broadcast Transmitter.
Types No. 301-A (formerly 12-A); 301-B (formerly 12-B); 310-A; 350-C-1: 100 watt Broadcast Transmitters.
Types No. 302-A; 302-B; 302-C; 310-B; 351E-1: 250 watt Broadcast Transmitters.
Types No. 303-A; 303-B; 303-C; 310-C; 352E-1: 500 watt Broadcast Transmitters.
Types No. 304-A; 304-B; 304-C; 310-D; 353B-1; 353E-1; 403A-1; D-94993; D-94994; D-96020; D-96021: 1000 watt Broadcast Transmitters.
Type No. 355B-1: 5 kw Broadcast Transmitter (Type No. 301B transmitter with D-97088 amplifier).
Types No. 355D-1 (Former Type No. 5 kw AC); 355E-1; 405A-1; D-94989; D-94990; D-94991; D-94992-D-96847: 5 kw Broadcast Transmitters.
Types No. 406A-1: 10 kw Broadcast Transmitters.
Types No. 306-A; 306-B; 407-A-1; 407-A-2; D-94995: 50 kw Broadcast Transmitters.
Type No. D-97088: 5 kw Power Amplifier (may be used with 301-A or B, 302-A or B, 303-A or B or 304-A or B).
Type No. D-97088 Modified for 2½ kw Broadcast Transmitter.
Type No. D-96847: Modified 2½ kw Broadcast Transmitter.

WESTERN RADIO ENGINEERING CO. Inc.—5th & St. Peter St., St. Paul, Minn.
Type No. F-100-A: Automatic Frequency Control Unit.

Manufacturers of Low Temperature COEFFICIENT CRYSTALS FOR BROADCAST STATIONS
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American Piezo Supply Co.—P. O. Box 6026, Kansas City, Mo.
Bellefonte Engineering Laboratories—Bellefonte, Pa.
Bliley Electric Co.—Union Station Bldg., Erie, Pa.
William W. L. Burnett—4814 Idaho St., San Diego, Cal.
Collins Radio Co.—Cedar Rapids, Ia.
Commercial Radio Equipment Co.—216 E. 74th St., Kansas City.
Hipower Crystal Co.—2035 W. Charleston St., Chicago, Ill.
Hollister Crystal Co.—Wichita, Kan.
Piezo Electric Laboratories—New Dorp, N. Y.
Precision Crystal Laboratories—P. O. Box 326, Springfield, Mass.
Precision Piezo Service—Baton Rouge, La.
Premier Crystal Laboratories Inc.—53 Park Row, New York City.
RCA Mfg. Co.—Camden, N. J.
Scientific Radio Service—Hyattsville, Md.
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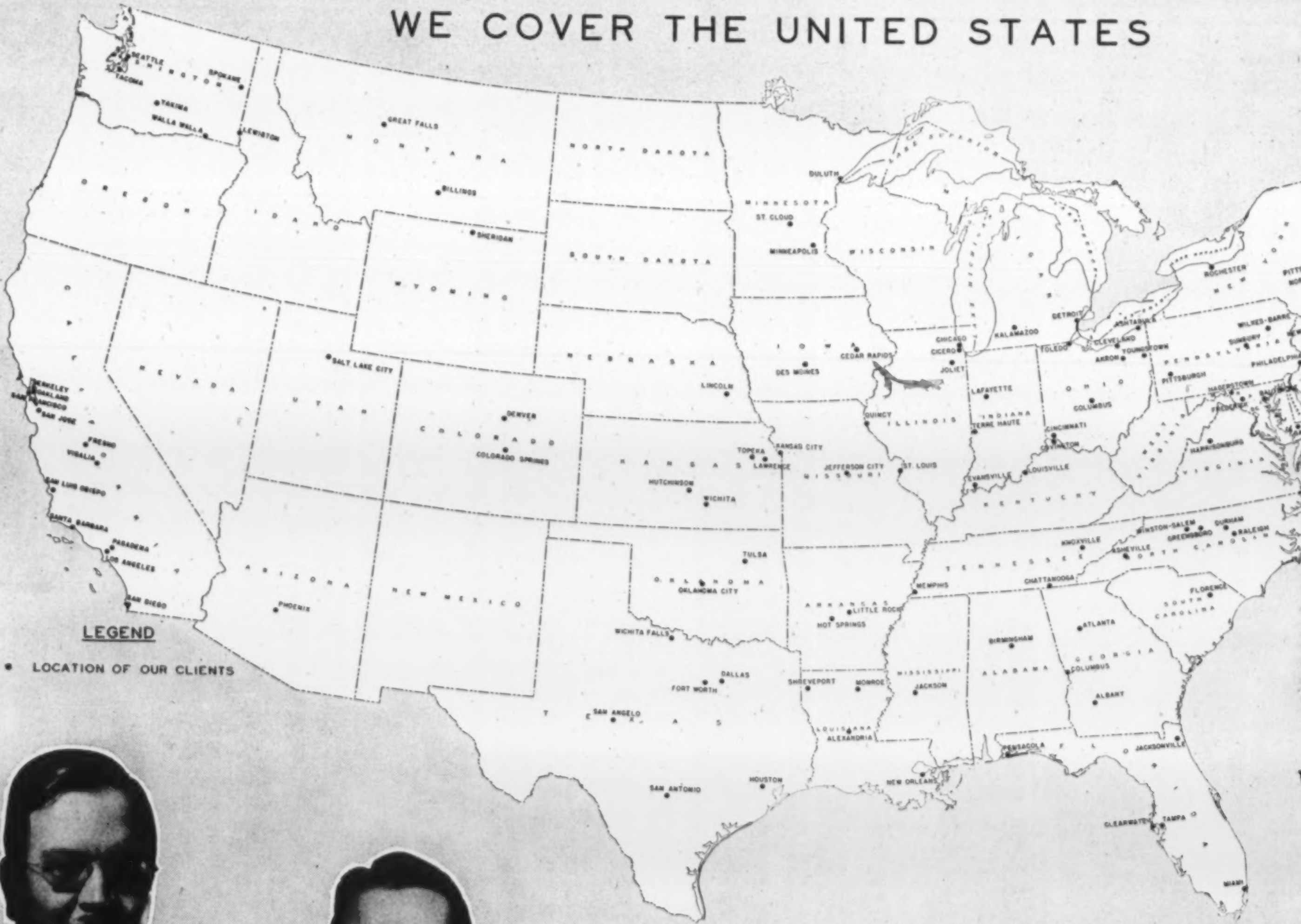
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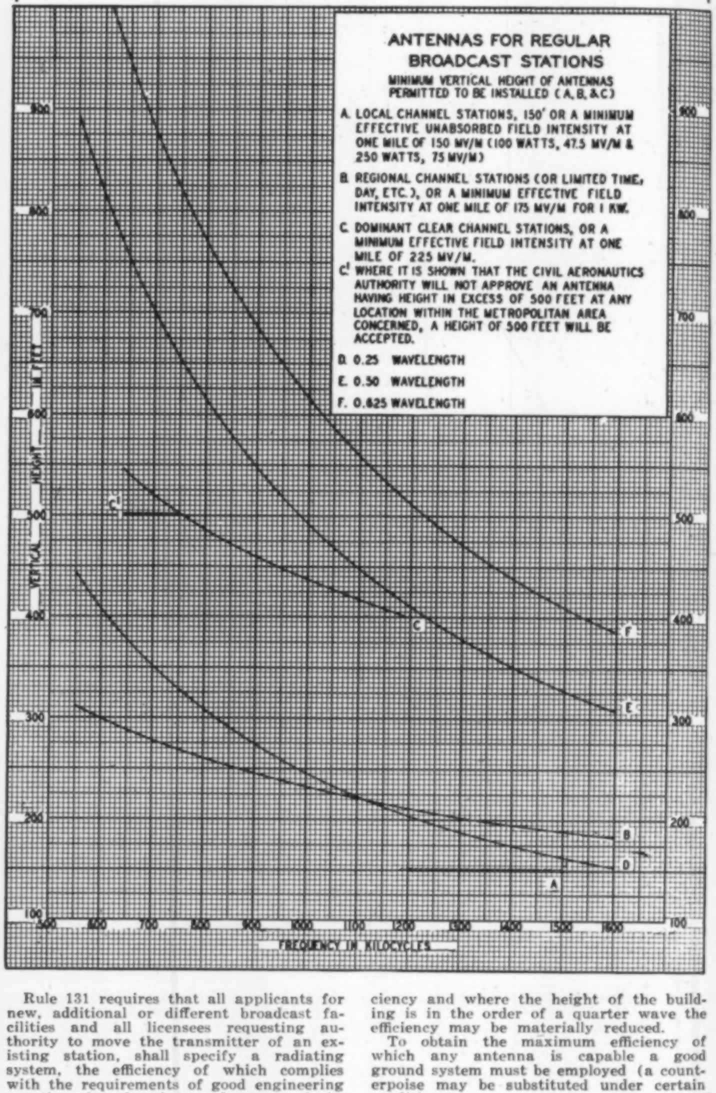

Rule 131 requires that all applicants for new, additional or different broadcast facilities and all licensees requesting authority to move the transmitter of an existing station, shall specify a radiating system, the efficiency of which complies with the requirements of good engineering practices for the class and power of the station.

The specifications deemed necessary to meet the requirements of good engineering practice at the present state of the art are set out in detail below.

The licensee of a regular broadcast station requesting a change in power, time of operation, frequency or transmitter location must also request authority to install a new antenna system or to make changes in the existing antenna system which will meet the minimum height requirements, or submit evidence that the present antenna system meets the minimum requirements with respect to field intensity, before favorable consideration will be given thereto. In the event it is proposed to make substantial changes in an existing antenna system, the changes shall be such as to meet the minimum height requirements or will be permitted subject to the submission of field intensity measurements showing that it meets the minimum requirements with respect to effective field intensity.

These minimum actual physical vertical heights of antennas permitted to be installed are shown by curves A, B, and C of Figure 1 as follows:

A. Local Channel Stations, 150 feet, or a minimum effective unabsorbed field intensity at one mile of 150 mv/m for 1 kilowatt (100 watts 47.5 mv/m and 250 w, 75 mv/m).

B. Regional Channel Stations (or limited time, day, etc.) or a minimum effective field intensity at one mile of 175 mv/m for 1 kilowatt.

C. Dominant Clear Channel Stations, or a minimum effective field intensity at one mile of 225 mv/m for 1 kilowatt.

The heights given on the graph for the antenna apply regardless of whether the antenna is located on the ground or on a building. Except for the reduction of shadows, locating the antenna on a building does not necessarily increase the efficiency and where the height of the building is in the order of a quarter wave the efficiency may be materially reduced.

To obtain the maximum efficiency of which any antenna is capable a good ground system must be employed (a counterpoise may be substituted under certain conditions).

At the present development of the art, it is considered that where a vertical radiator is employed with its base on the ground, the ground system should consist of buried radial wires at least ¼ wave length long. There should be as many of these radials evenly spaced as practicable and in no event less than 90. (120 radials of 0.35 to 0.4 of a wave length in length and spaced 3° is considered an excellent ground system; also in case of high base voltage, a base screen of suitable dimensions should be employed.)

It should be borne in mind that the above specifications are the minimum and where possible better antenna and ground systems should be installed.

In case it is contended that the required antenna efficiency can be obtained with an antenna of height or ground system less than the minimum specified, a complete field intensity survey must be supplied to the Commission showing that the field intensity at a mile without absorption fulfills the minimum requirements. This field survey must be made by a qualified engineer using equipment of acceptable accuracy.

Each element of a directive antenna system shall meet the above minimum requirements with respect to height or effective unabsorbed field intensity. No directive antenna system will be approved which is so designed that the effective unabsorbed field of the array is less than the minimum prescribed for the class of station concerned or in case of a dominant clear channel station less than 95 per cent of the ground wave which would be obtained from a perfect antenna of the height specified for operation on frequencies lower than 1000 kilocycles.

Before any changes are made in the antenna system, it is necessary to submit full details to the Commission for approval. These data may be submitted by letter.

U. S. and Foreign Television Laboratories and Experimental Services

United States

RCA MANUFACTURING Co.—Camden, N. J. Telephone: Camden 8000. Vice President in Charge of Research and Engineering: L. M. Clement. Director of General Research: E. W. Engstrom. Director of Electronic Research: Vladimir Zworykin. (Experimental stations and manufacturers of transmitting and receiving equipment.)

PHILCO RADIO & TELEVISION Co.—Tioga & C Streets, Philadelphia, Pa. Telephone: Nebraska 5100. Chief Television Engineer: A. F. Murray. (Experimental station).

FARNSWORTH TELEVISION Inc. —127 E. Mermaid Lane, Philadelphia, Pa. Telephone: Chestnut Hill 5966. Director: Philo T. Farnsworth. Chief Engineer: A. H. Brally. (Experimental station).

BELL TELEPHONE LABORATORIES—463 West St., New York City. (Visual transmission and coaxial cable experimentation).

GENERAL ELECTRIC Co. — Schenectady, N. Y. Telephone: Schenectady 4-2211. Manager of Broadcasting: C. H. Lang. Assistant Manager: B. W. Bullock. Chief Television Scientist: Dr. E. F. W. Alexanderson. Director of Radio & Television Division: W. R. G. Baker. (Experimental stations).

FIRST NATIONAL TELEVISION Corp.—1320 Main St., Kansas City, Mo. Telephone: Harrison 5620. Executives: L. L. Jaquier, general manager; D. E. Kendrick, executive vice president. (Experimental station and school).

DON LEE BROADCASTING SYSTEM — Television division, 7th & Bixel St., Los Angeles, Cal. Telephone: Vandike 7111. Director: Harry Lubcke. (Experimental station).

COLUMBIA BROADCASTING SYSTEM—485 Madison Ave., New York City. Telephone: Wickersham 2-2000. Executives in Charge: Paul W. Kesten, Adrian Murphy. Chief Television Engineer: Peter C. Goldmark. (Experimental station and research).

NATIONAL BROADCASTING Co. —RCA Bldg., New York City. Telephone: Circle 7-8300. Officials Assigned to Television: C. W. Farrier, television coordinator; O. B. Hanson, vice-president and chief engineer; John F. Royal, vice-president in charge of programs; Thomas H. Hutchinson, television program division; Robert M. Morris, development engineer. (Experimental station).

INTERNATIONAL TELEVISION RADIO Corp.—71 W. 23rd St., New York City. Telephone: Stuyvesant 9-2416. President: William H. Priess.

MIDLAND TELEVISION Inc.—Power & Light Bldg., Kansas City. Telephone: Harrison 5852. President: G. L. Taylor. (School and television research).

PURDUE UNIVERSITY — West Lafayette, Ind. Telephone: 6475. Directors: Dr. C. F. Harding, Prof. R. H. George, H. J. Heim. (Experimental station).

UNIVERSITY OF IOWA — Iowa City, Ia. Directors of Television: Prof. E. B. Kurtz, J. L. Potter. (Experimental station).

KANSAS STATE COLLEGE OF AGRICULTURE — Manhattan, Kan. Director: R. G. Kloeffler. (Experimental station).

GENERAL ELECTRIC Co.—Schenectady, N. Y. Telephone: Schenectady 4-2211. Manager of Broadcasting: C. H. Lang. Assistant Manager of Broadcasting: B. W. Bullock. (Television research).

KALORAMA LABORATORY — 168 Coit St., Irvington, N. J. Telephone: Essex 3-2211. Executive Vice-President: Emil A. Kern. (Experimental television and equipment.)

AMERICAN TELEVISION Corp.—130 W. 56th St., New York City. Telephone: Columbus 5-7144. Offices: Samuel M. Saltzman, president; Louis W. Parker, chief engineer; Charles H. Sterenfeld, vice-president in charge of sales. (Video set manufacturers.)

ALLEN B. DU MONT LABORATORIES—2 Main Ave., Passaic, N. J. Telephone: Passaic 3-1616. Officials: Allen B. Du Mont, president; Thomas T. Goldsmith Jr., Director of research; Leonard F. Cramer, sales manager. (Manufactures cathode ray tubes, etc; holds permit for experimental television station.)

Foreign

BRITISH BROADCASTING Corp. —Broadcasting House, London W-1, England. Telephone: Welbeck 4468. Director of Television: Gerald Cock. Assistant Director of Television: R. A. Rendall. Television Executive: L. Schuster. (Operates television broadcasting service, all others either producing, transmitting or receiving equipment, or both).

ELECTRIC & MUSICAL INDUSTRIES Ltd. (EMI)—Blythe Road, Hayes, Middlesex, England. Telephone: Southall 2468. Technical Director: I. Schoenberg. Affiliated with Marconi-E.M.I. Television Co. Ltd., the Marconiphone Co., and H.M.V. (the Gramophone Co.).

BAIRD TELEVISION Ltd. — 66 Haymarket, London, England. Telephone: Whitehall 5454. Chairman: Sir Harry Greer. Joint Managing Directors: John Logie Baird, H. Clayton. (Associated with Gaumont British Films, which also owns Bush Radio Ltd.).

MARCONIPHONE Co. Ltd. — 210 Tottenham Court Road, London, England. Telephone: Museum 4144. Managing Director: J. H. Williams.

THE GRAMOPHONE Co. Ltd.—Hayes, Middlesex, England. Telephone: Southall 2468. (Manufacturers HMV receivers).

EDISON SWAN ELECTRIC Co. Ltd.—155 Charing Cross Road, London WC-2, England. Telephone: Gerrard 8660. Manager of Radio Division: W. W. Burnham.

SCOPHONY Ltd.—Thornwood Lodge, Campden Hill, London W-8, England. Telephone: Park 8181. Director: Solomon Sagall. (Television transmitting and receiving apparatus).

BUSH RADIO Ltd., Power Road, Chiswick, London, England. Telephone: Chiswick 6491. (Manufacturers Baird receivers).

GENERAL ELECTRIC Co. Ltd.—Magnet House, Kingsway, London, England. Telephone: Temple Bar 8000. Director of Research: C. C. Paterson.

FERRANTI Ltd. — Radio Works, Moston, Manchester 10, England. Telephone: Failsworth 2271. Manager of Television Department: M. K. Taylor.

PYE Ltd.—Radio Works, Cambridge, England. Telephone: Cambridge 3434. General Manager: W. L. Tregonining.

A. C. COSSOR Ltd.—Cossor Works, Highbury Grove, London, England. Telephone: Canonbury 1234. Chief of Television Department: L. H. Bedford.

ULTRA ELECTRIC Ltd. — Ultra Works, Western Ave., Acton, London, W.3, England. Telephone: Acorn 3434.

PHILIPS LAMPS Ltd.—145, Charing Cross Road, London, W.C.2, England. Telephone: Gerrard 7777.

MULLARD WIRELESS SERVICE Co., Ltd.—Mullard House, 225, Tottenham Court Road, London, W.1, England. Telephone: Museum 3484.

INVICTA RADIO LTD. — Radio Works, Parkhurst Road, London N.7, England. Telephone: North 3883.

MURPHY RADIO LTD. — Welwyn Garden City, Herts, England. Telephone: Welwyn Garden 800.

E. K. COLE LTD.—Ekco Works, Southend-on-Sea, Essex, England. Telephone: Southend 49491.

KOLSTER-BRANDES Ltd. — Cray Works, Sidcup, Kent, England. Telephone: Foots Cray 1188.

RADIO GRAMOPHONE DEVELOPMENT Co., Ltd. — Globe Works, Newtown Row, Birmingham, 6, England. Telephone: Aston Cross 3525.

TANNOY PRODUCTS, (Guy R. Fountain, Ltd.) — Canterbury Grove, West Norwood, London, S.E.27, England. Telephone: Streatham 4122.

FERNSEH A. G.—Berlin Zehlendorf Goerzollee, Berlin. Germany. Telephone: 84-00-11. Officers: Dr. Ing Paul Goerz, president; Dr. Erich C. Raasbach, chairman; Dr. Rolf Moller, manager.

TELEFUNKEN G m.b. H.—(Affiliated with RCA), Berlin, Germany. Director: Dr. Rukop.

LABORATORIUM FUR BILDTELEGRAPHIC — Wargenteinstrasse 7, Berlin - Grinewald, Germany. Telephone: 97-25-98. Director: Dr. Arthur Korn.

RADIO AKTIENGESELLSCHEFT —Weisenwey 10, Berlin, Germany. Telephone: Berlin Albrecht 1111. Director: Dr. Sigmund Loewe.

REICHS - RUNDFUNK - GESELLSCHAFT—German Broadcasting Co., Rundfunk Haus, Berlin, Germany. Telephone: Berlin 93-69-51. Officials: Dr. H. Glasmeier, director general; Herman Voss, Administration; Dr. Claus Hubmann, chief engineer; Dr. Kurt von Boeckmann, foreign relations.

N. V. PHILIPS' GLOEILAMPENFABRIEKEN — (Philips Works) Eindhoven, Holland. President: Dr. A. F. Philips. Director: Dr. Balth van der Pol.

EMYRADIO—19 Rue de l'Ancienne Comedie, Paris, France. Telephone: Danton 49-78. Directors: M. Barthelemy. (Manufacturers and importers of television equipment.)

LA TELEVISION NATIONALE — 29 Avenue des Champs Elysees, Paris. Telephone: Balzac 59-48. Directors: M. Jean Genet. (Importers of television apparatus.)

MINISTRY OF POST & TELEGRAPHS—Service de la Radiodiffusion, 103 Ruede Grenelle, Paris, France. Telephone: Invalides 42-60. (Operates State television station on 46 mc. for images, 42 mc. for sound, 25,000 watts power).

ENTE ITALIANTO AUDIZIONI RADIOFINICHI — (EIAR), Italian Broadcasting Co., Turin, Italy. Director of Television: Allensandro Banfi.

JAPAN BROADCASTING Corp.—Television laboratory, Kinuta, near Tokyo. Director: Dr. Kenjiro Takayanagi, on leave from Hamamatsu Engineering College.

Experimental
Television Stations Authorized in U.S.

Licensee and Location	Call Letters	Frequency Bands in Kc.	Power in Watts Visual	Power in Watts Aural
Columbia Broadcasting System[1] New York City	W2XAX (CP)	42,000-56,000 60,000-86,000 (CP)	50 7,500	750
Don Lee Broadcasting System[2] Los Angeles	W6XAO	42,000-56,000 60,000-86,000	1,000	150
Allen B. DuMont Laboratories Passaic, N. J.	W2XVT (CP)	42,000-56,000	50	50
Farnsworth Television Inc. of Pa. Philadelphia	W3XPF	42,000-56,000 60,000-86,000	250	1,000
First National Television Inc.[3] Kansas City	W9XAL	42,000-56,000 60,000-86,000	300	150
General Electric Co.[9]				
Schenectady, N. Y.	W2XD (CP)	42,000-56,000	40	---
Schenectady, N. Y.	W2XH (CP)	42,000-56,000		
Albany, N. Y.	W2XO (CP)	60,000-86,000	10,000	3,000
Bridgeport, Conn.	W1XA (CP)	60,000-86,000	10,000	3,000
General Television Corp. Boston	W1XG	42,000-56,000 60,000-86,000	500	---
Kansas State College of Agriculture & Applied Science[4] Manhattan, Kan.	W9XAK	2,000-2,100	125	125
National Broadcasting Co.[5] New York City	W2XBS	42,000-56,000 60,000-86,000	12,000	15,000
National Broadcasting Co.[5] (portable) New York City & Camden, N. J.	W2XBT	92,000 175,000-180,000	400	100
Philco Radio & Television Corp. Philadelphia	W3XE	42,000-56,000 60,000-86,000	10,000	10,000
Philco Radio & Television Corp. Philadelphia	W3XP	204,000-210,000	15,000	---
Purdue University[6] West Lafayette, Ind.	W9XG	2,000-2,100	1,500	---
Radio Pictures Inc.[7] Long Island City, N. Y.	W2XDR	42,000-56,000 60,000-86,000	1,000	500
RCA Manufacturing Co. (portable) Camden, N. J.	W3XAD	124,000-130,000	500	500
RCA Manufacturing Co. Camden, N. J.	W3XEP	42,000-56,000 60,000-86,000	30,000	30,000
RCA Manufacturing Co. (portable-mobile) Camden, N. J.	W1OXX	42,000-56,000 60,000-86,000	50	50
University of Iowa[8] Iowa City, Ia.	W9XK	2,000-2,100	100	---
University of Iowa[8] Iowa City, Ia.	W9XUI	42,000-56,000 60,000-86,000	100	---
Zenith Radio Corp. Chicago	W9XZV (CP)	42,000-56,000 60,000-86,000	1,000	1,000

CP—Construction permit as of Nov. 1, 1938.

[1] Licensee of WABC, New York City.
[2] Licensee of KHJ, Los Angeles.
[3] Licensee of KXBY, Kansas City.
[4] Licensee of KSAC, Manhattan, Kan.
[5] Licensee of WEAF and WJZ, New York City.
[6] Licensee of WBAA, W. Lafayette, Ind.
[7] Affiliated with WQXR, New York City.
Licensee of WSUI, Iowa City, Ia.
[9] Licensee of WGY, Schenectady, N. Y.

Official Kilocycle-Meter Conversion Table

Kilocycles (kc) to Meters (m), or Meters to Kilocycles

(Columns are Interchangeable)

kc or m	m or kc	kc or m	m or kc	kc or m	m or kc	kc or m	m or kc	kc or m	m or kc	kc or m	m or kc	kc or m	m or kc	kc or m	m or kc	kc or m	m or kc	kc or m	m or kc
		1,000	300.0	2,000	150.0	3,000	100.0	4,000	75 00	5,000	60.00	6,000	50.00	7,000	42.86	8,000	37.50	9,000	33.33
10	30,000	1,010	297.0	2,010	149.3	3,010	99.7	4,010	74.81	5,010	59.88	6,010	49.92	7,010	42.80	8,010	37.45	9,010	33.30
20	15,000	1,020	294.1	2,020	148.5	3,020	99.3	4,020	74.63	5,020	59.76	6,020	49.83	7,020	42.74	8,020	37.41	9,020	33.26
30	10,000	1,030	291.3	2,030	147.8	3,030	99.0	4,030	74.44	5,030	59.64	6,030	49.75	7,030	42.67	8,030	37.36	9,030	33.22
40	7,500	1,040	288.5	2,040	147.1	3,040	98.7	4,040	74.26	5,040	59.52	6,040	49.67	7,040	42.61	8,040	37.31	9,040	33.19
50	6,000	1,050	285.7	2,050	146.3	3,050	98.4	4,050	74.07	5,050	59.41	6,050	49.59	7,050	42.55	8,050	37.27	9,050	33.15
60	5,000	1,060	283.0	2,060	145.6	3,060	98.0	4,060	73.89	5,060	59.29	6,060	49.50	7,060	42.49	8,060	37.22	9,060	33.11
70	4,286	1,070	280.4	2,070	144.9	3,070	97.7	4,070	73.71	5,070	59.17	6,070	49.42	7,070	42.43	8,070	37.17	9,070	33.08
80	3,750	1,080	277.8	2,080	144.2	3,080	97.4	4,080	73.53	5,080	59.06	6,080	49.34	7,080	42.37	8,080	37.13	9,080	33.04
90	3,333	1,090	275.2	2,090	143.5	3,090	97.1	4,090	73.35	5,090	58.94	6,090	49.26	7,090	42.31	8,090	37.08	9,090	33.00
100	3,000	1,100	272.7	2,100	142.9	3,100	96.8	4,100	73.17	5,100	58.82	6,100	49.18	7,100	42.25	8,100	37.04	9,100	32.97
110	2,727	1,110	270.3	2,110	142.2	3,110	96.5	4,110	72.99	5,110	58.71	6,110	49.10	7,110	42.19	8,110	36.99	9,110	32.93
120	2,500	1,120	267.9	2,120	141.5	3,120	96.2	4,120	72.82	5,120	58.59	6,120	49.02	7,120	42.13	8,120	36.95	9,120	32.89
130	2,308	1,130	265.5	2,130	140.8	3,130	95.8	4,130	72.64	5,130	58.48	6,130	48.94	7,130	42.08	8,130	36.90	9,130	32.86
140	2,143	1,140	263.2	2,140	140.2	3,140	95.5	4,140	72.46	5,140	58.37	6,140	48.86	7,140	42.02	8,140	36.86	9,140	32.82
150	2,000	1,150	260.9	2,150	139.5	3,150	95.2	4,150	72.29	5,150	58.25	6,150	48.78	7,150	41.96	8,150	36.81	9,150	32.79
160	1,875	1,160	258.6	2,160	138.9	3,160	94.9	4,160	72.12	5,160	58.14	6,160	48.70	7,160	41.90	8,160	36.76	9,160	32.75
170	1,765	1,170	256.4	2,170	138.2	3,170	94.6	4,170	71.94	5,170	58.03	6,170	48.62	7,170	41.84	8,170	36.72	9,170	32.72
180	1,667	1,180	254.2	2,180	137.6	3,180	94.3	4,180	71.77	5,180	57.92	6,180	48.54	7,180	41.78	8,180	36.67	9,180	32.68
190	1,579	1,190	252.1	2,190	137.0	3,190	94.0	4,190	71.60	5,190	57.80	6,190	48.47	7,190	41.72	8,190	36.63	9,190	32.64
200	1,500	1,200	250.0	2,200	136.4	3,200	93.8	4,200	71.43	5,200	57.69	6,200	48.39	7,200	41.67	8,200	36.59	9,200	32.61
210	1,429	1,210	247.9	2,210	135.7	3,210	93.5	4,210	71.26	5,210	57.58	6,210	48.31	7,210	41.61	8,210	36.54	9,210	32.57
220	1,364	1,220	245.9	2,220	135.1	3,220	93.2	4,220	71.09	5,220	57.47	6,220	48.23	7,220	41.55	8,220	36.50	9,220	32.54
230	1,304	1,230	243.9	2,230	134.5	3,230	92.9	4,230	70.92	5,230	57.36	6,230	48.15	7,230	41.49	8,230	36.45	9,230	32.50
240	1,250	1,240	241.9	2,240	133.9	3,240	92.6	4,240	70.75	5,240	57.25	6,240	48.08	7,240	41.44	8,240	36.41	9,240	32.47
250	1,200	1,250	240.0	2,250	133.3	3,250	92.3	4,250	70.59	5,250	57.14	6,250	48.00	7,250	41.38	8,250	36 36	9,250	32.43
260	1,154	1,260	238.1	2,260	132.7	3,260	92.0	4,260	70.42	5,260	57.03	6,260	47.92	7,260	41.32	8,260	36.32	9,260	32.40
270	1,111	1,270	236.2	2,270	132.2	3,270	91.7	4,270	70.26	5,270	56.93	6,270	47.85	7,270	41.27	8,270	36.28	9,270	32.36
280	1,071	1,280	234.4	2,280	131.6	3,280	91.5	4,280	70.09	5,280	56.82	6,280	47.77	7,280	41.21	8,280	36.23	9,280	32.33
290	1,034	1,290	232.6	2,290	131.0	3,290	91.2	4,290	69.93	5,290	56.71	6,290	47.69	7,290	41.15	8,290	36.19	9,290	32.29
300	1,000	1,300	230.8	2,300	130.4	3,300	90.9	4,300	69.77	5,300	56.60	6,300	47.62	7,300	41.10	8,300	36.14	9,300	32.26
310	968	1,310	229.0	2,310	129.9	3,310	90.6	4,310	69.61	5,310	56.50	6,310	47.54	7,310	41.04	8,310	36.10	9,310	32.22
320	938	1,320	227.3	2,320	129.3	3,320	90.4	4,320	69.44	5,320	56.39	6,320	47.47	7,320	40.98	8,320	36.06	9,320	32.19
330	909	1,330	225.6	2,330	128.8	3,330	90.1	4,330	69.28	5,330	56.29	6,330	47.39	7,330	40.93	8,330	36.01	9,330	32.15
340	882	1,340	223.9	2,340	128.2	3,340	89.8	4,340	69.12	5,340	56.18	6,340	47.32	7,340	40.87	8,340	35.97	9,340	32.12
350	857	1,350	222.2	2,350	127.7	3,350	89.6	4,350	68.97	5,350	56.07	6,350	47.24	7,350	40.82	8,350	35.93	9,350	32.09
360	833	1,360	220.6	2,360	127.1	3,360	89.3	4,360	68 81	5,360	55.97	6,360	47.17	7,360	40.76	8,360	35.89	9,360	32.05
370	811	1,370	219.0	2,370	126.6	3,370	89.0	4,370	68.65	5,370	55.87	6,370	47.10	7,370	40.71	8,370	35.84	9,370	32.02
380	789	1,380	217.4	2,380	126.1	3,380	88.8	4,380	68.49	5,380	55.76	6,380	47.02	7,380	40.65	8,380	35.80	9,380	31.98
390	769	1,390	215.8	2,390	125.5	3,390	88.5	4,390	68.34	5,390	55.66	6,390	46.95	7,390	40.60	8,390	35.76	9,390	31.95
400	750	1,400	214.3	2,400	125.0	3,400	88.2	4,400	68.18	5,400	55.56	6,400	46.88	7,400	40.54	8,400	35.71	9,400	31.91
410	732	1,410	212.8	2,410	124.5	3,410	88.0	4,410	68.03	5,410	55.45	6,410	46.80	7,410	40.49	8,410	35.67	9,410	31.88
420	714	1,420	211.3	2,420	124.0	3,420	87.7	4,420	67.87	5,420	55.35	6,420	46.73	7,420	40.43	8,420	35.63	9,420	31.85
430	698	1,430	209.8	2,430	123.5	3,430	87.5	4,430	67.72	5,430	55.25	6,430	46.66	7,430	40.38	8,430	35.59	9,430	31.81
440	682	1,440	208.3	2,440	123.0	3,440	87.2	4,440	67.57	5,440	55.15	6,440	46.58	7,440	40.32	8,440	35.55	9,440	31.78
450	667	1,450	206.9	2,450	122.4	3,450	87.0	4,450	67.42	5,450	55.05	6,450	46.51	7,450	40.27	8,450	35.50	9,450	31.75
460	652	1,460	205.5	2,460	122.0	3,460	86.7	4,460	67.26	5,460	54.95	6,460	46.44	7,460	40.21	8,460	35.46	9,460	31.71
470	638	1,470	204.1	2,470	121.5	3,470	86.5	4,470	67.11	5,470	54.84	6,470	46.37	7,470	40.16	8,470	35.42	9,470	31.68
480	625	1,480	202.7	2,480	121.0	3,480	86.2	4,480	66.96	5,480	54.74	6,480	46.30	7,480	40.11	8,480	35.38	9,480	31.65
490	612	1,490	201.3	2,490	120.5	3,490	86.0	4,490	66.82	5,490	54.64	6,490	46.22	7,490	40.05	8,490	35.34	9,490	31.61
500	600	1,500	200.0	2,500	120.0	3,500	85.7	4,500	66.67	5,500	54.55	6,500	46.15	7,500	40.00	8,500	35.29	9,500	31.58
510	588	1,510	198.7	2,510	119.5	3,510	85.5	4,510	66.52	5,510	54.45	6,510	46.08	7,510	39.95	8,510	35.25	9,510	31.55
520	577	1,520	197.4	2,520	119.0	3,520	85.2	4,520	66.37	5,520	54.35	6,520	46.01	7,520	39.89	8,520	35.21	9,520	31.51
530	566	1,530	196.1	2,530	118.6	3,530	85.0	4,530	66.23	5,530	54.25	6,530	45.94	7,530	39.84	8,530	35.17	9,530	31.48
540	556	1,540	194.8	2,540	118.1	3,540	84.7	4,540	66.08	5,540	54.15	6,540	45.87	7,540	39.79	8,540	35.13	9,540	31.45
550	545	1,550	193.5	2,550	117.6	3,550	84.5	4,550	65.93	5,550	54.05	6,550	45.80	7,550	39.74	8,550	35.09	9,550	31.41
560	536	1,560	192.3	2,560	117.2	3,560	84.3	4,560	65.79	5,560	53.96	6,560	45.73	7,560	39.68	8,560	35.05	9,560	31.38
570	526	1,570	191.1	2,570	116.7	3,570	84.0	4,570	65.65	5,570	53.86	6,570	45.66	7,570	39.63	8,570	35.01	9,570	31.35
580	517	1,580	189.9	2,580	116.3	3,580	83.8	4,580	65.50	5,580	53.76	6,580	45.59	7,580	39.58	8,580	34.97	9,580	31.32
590	509	1,590	188.7	2,590	115.8	3,590	83.6	4,590	65.36	5,590	53.67	6,590	45.52	7,590	39.53	8,590	34.92	9,590	31.28
600	500	1,600	187.5	2,600	115.4	3,600	83.3	4,600	65.22	5,600	53.57	6,600	45.45	7,600	39.47	8,600	34.88	9,600	31.25
610	492	1,610	186.3	2,610	114.9	3,610	83.1	4,610	65.08	5,610	53.48	6,610	45.39	7,610	39.42	8,610	34.84	9,610	31.22
620	484	1,620	185.2	2,620	114.5	3,620	82.9	4,620	64.94	5,620	53.38	6,620	45.32	7,620	39.37	8,620	34.80	9,620	31.19
630	476	1,630	184.0	2,630	114.1	3,630	82.6	4,630	64.79	5,630	53.29	6,630	45.25	7,630	39.32	8,630	34.76	9,630	31.15
640	469	1,640	182.9	2,640	113.6	3,640	82.4	4,640	64.66	5,640	53.19	6,640	45.18	7,640	39.27	8,640	34.72	9,640	31.12
650	462	1,650	181.8	2,650	113.2	3,650	82.2	4,650	64.52	5,650	53.10	6,650	45.11	7,650	39.22	8,650	34.68	9,650	31.09
660	455	1,660	180.7	2,660	112.8	3,660	82.0	4,660	64.38	5,660	53.00	6,660	45.05	7,660	39.16	8,660	34.64	9,660	31.06
670	448	1,670	179.6	2,670	112.4	3,670	81.7	4,670	64.24	5,670	52.91	6,670	44.98	7,670	39.11	8,670	34.60	9,670	31.02
680	441	1,680	178.6	2,680	111.9	3,680	81.5	4,680	64.10	5,680	52.82	6,680	44.91	7,680	39.06	8,680	34.56	9,680	30.99
690	435	1,690	177.5	2,690	111.5	3,690	81.3	4,690	63.97	5,690	52.72	6,690	44.84	7,690	39.01	8,690	34.52	9,690	30.96
700	429	1,700	176.5	2,700	111.1	3,700	81.1	4,700	63.83	5,700	52.63	6,700	44.78	7,700	38.96	8,700	34.48	9,700	30.93
710	423	1,710	175.4	2,710	110.7	3,710	80.9	4,710	63.69	5,710	52.54	6,710	44.71	7,710	38.91	8,710	34.44	9,710	30.90
720	417	1,720	174.4	2,720	110.3	3,720	80.6	4,720	63.56	5,720	52.45	6,720	44.64	7,720	38.86	8,720	34.40	9,720	30.86
730	411	1,730	173.4	2,730	109.9	3,730	80.4	4,730	63.42	5,730	52.36	6,730	44.58	7,730	38.81	8,730	34.36	9,730	30.83
740	405	1,740	172.4	2,740	109.5	3,740	80.2	4,740	63.29	5,740	52.26	6,740	44.51	7,740	38.76	8,740	34.32	9,740	30.80
750	400	1,750	171.4	2,750	109.1	3,750	80.0	4,750	63.16	5,750	52.17	6,750	44.44	7,750	38.71	8,750	34.29	9,750	30.77
760	395	1,760	170.5	2,760	108.7	3,760	79.8	4,760	63.03	5,760	52.08	6,760	44.38	7,760	38.66	8,760	34.25	9,760	30.74
770	390	1,770	169.5	2,770	108.3	3,770	79.6	4,770	62.89	5,770	51.99	6,770	44.31	7,770	38.61	8,770	34.21	9,770	30.71
780	385	1,780	168.5	2,780	107.9	3,780	79.4	4,780	62.76	5,780	51.90	6,780	44.25	7,780	38.56	8,780	34.17	9,780	30.67
790	380	1,790	167.6	2,790	107.5	3,790	79.2	4,790	62.63	5,790	51.81	6,790	44.18	7,790	38.51	8,790	34.13	9,790	30.64
800	375	1,800	166.7	2,800	107.1	3,800	78.9	4,800	62.50	5,800	51.72	6,800	44.12	7,800	38.46	8,800	34.09	9,800	30.61
810	370	1,810	165.7	2,810	106.7	3,810	78.7	4,810	62.37	5,810	51.64	6,810	44.05	7,810	38.41	8,810	34.05	9,810	30.58
820	366	1,820	164.8	2,820	106.4	3,820	78.5	4,820	62.24	5,820	51.55	6,820	43.99	7,820	38.36	8,820	34.01	9,820	30.55
830	361	1,830	163.9	2,830	106.0	3,830	78.3	4,830	62.11	5,830	51.46	6,830	43.92	7,830	38.31	8,830	33.98	9,830	30.52
840	357	1,840	163.0	2,840	105.6	3,840	78.1	4,840	61.98	5,840	51.37	6,840	43.86	7,840	38.27	8,840	33.94	9,840	30.49
850	353	1,850	162.2	2,850	105.3	3,850	77.9	4,850	61.86	5,850	51.28	6,850	43.80	7,850	38.22	8,850	33.90	9,850	30.46
860	349	1,860	161.3	2,860	104.9	3,860	77.7	4,860	61.73	5,860	51.19	6,860	43.73	7,860	38.17	8,860	33.86	9,860	30.43
870	345	1,870	160.4	2,870	104.5	3,870	77.5	4,870	61.60	5,870	51.11	6,870	43.67	7,870	38.12	8,870	33.82	9,870	30.40
880	341	1,880	159.6	2,880	104.2	3,880	77.3	4,880	61.48	5,880	51.02	6,880	43.60	7,880	38.07	8,880	33.78	9,880	30.36
890	337	1,890	158.7	1,890	103.8	3,890	77.1	4,890	61.35	5,890	50.93	6,890	43.54	7,890	38.02	8,890	33.75	9,890	30.33
900	333	1,900	157.9	2,900	103.4	3,900	76.9	4,900	61.22	5,900	50.85	6,900	43.48	7,900	37.97	8,900	33.71	9,900	30.30
910	330	1,910	157.1	2,910	103.1	3,910	76.7	4,910	61.10	5,910	50.76	6,910	43.42	7,910	37.93	8,910	33.67	9,910	30.27
920	326	1,920	156.3	2,920	102.7	3,920	76.5	4,920	60.98	5,920	50.68	6,920	43.35	7,920	37.88	8,920	33.63	9,920	30.24
930	323	1,930	155.4	2,930	102.4	3,930	76.3	4,930	60.85	5,930	50.59	6,930	43.29	7,930	37.83	8,930	33.59	9,930	30.21
940	319	1,940	154.6	2,940	102.0	3,940	76.1	4,940	60.73	5,940	50.51	6,940	43.23	7,940	37.78	8,940	33.56	9,940	30.18
950	316	1,950	153.8	2,950	101.7	3,950	75.9	4,950	60.61	5,950	50.42	6,950	43.17	7,950	37.74	8,950	33.52	9,950	30.15
960	313	1,960	153.1	2,960	101.4	3,960	75.8	4,960	60.48	5,960	50.34	6,960	43.10	7,960	37.69	8,960	33.48	9,960	30.12
970	309	1,970	152.3	2,970	101.0	3,970	75.6	4,970	60.36	5,970	50.25	6,970	43.04	7,970	37.64	8,970	33.44	9,970	30.09
980	306	1,980	151.5	2,980	100.7	3,980	75.4	4,980	60.24	5,980	50.17	6,980	42.98	7,980	37.59	8,980	33.41	9,980	30.06
990	303	1,990	150.8	2,990	100.3	3,990	75.2	4,990	60.12	5,990	50.08	6,990	42.92	7,990	37.55	8,990	33.37	9,990	30.03
																		10,000	30.00

This table gives approximate values in meters corresponding to any number of kilocycles and vice versa. The table is based on the factor 300,000. To obtain kilocycles divide 300,000 by the number of meters, or to obtain meters divide 300,000 by the number of kilocycles. This table gives values for every 10 kilocycles or meters between the limits of 10 and 10,000. The table is entirely reversible, that is, for example, 80 kilocycles equals 3,750 meters and also 3,750 meters equals 80 kilocycles. The range of the table is easily extended by shifting the decimal point; the shift is in opposite directions for each pair of values. For example, one can not find 567 in the first column, but its equivalent is obtained by finding later in the table that 5.670 kilocycles or meters equals 52.91 meters of kilocycles, from which 567 kilocycles or meters equals 529.1 meters or kilocycles. A similar method can be employed in determining higher and lower frequencies above 10 kilocycles and below 10,000 kilocycles.

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A RADIO CORPORATION OF AMERICA SERVICE

Directory of
RADIO SET AND OTHER RECEIVING EQUIPMENT MANUFACTURERS

(Official Membership of Radio Manufacturers Association as of January 1, 1939)

ADLER MFG. CO.—29th & Chestnut Sts., Louisville, Ky. Products: radio cabinets, cabinets for electrical and music trades, card tables for premiums and radio promotions. Trade Name: *Adler-Royal.*

AEROVOX CORP.—70 Washington St., Brooklyn, N. Y. Products: capacitors, dry and wet electrolytic for radio and industrial purposes; auto radio condensers; paper wax and oil impregnated units; standard and silver plate mica condensers of close tolerances; transmitting capacitors; resistors, insulated molded carbon and lacquer coated, fixed and adjustable vitreous enamel; interference filters; noise analyzer. Trade Names: *Aerovox, Hi-Farad, Metalohms, Resistoformer, Pyrohms.*

ALLEN-BRADLEY CO.—1326 S. Second St., Milwaukee, Wis. Products: bradleyometers, bradleyunits, bradleystats, radioleaks. Trade Name: *Bradley.*

AMERICAN STEEL PACKAGE CO.—Squire Ave., Defiance, O. Products: variable gang condensers. Trade Name: *Defiance.*

AMPERITE CORP.—561 Broadway, New York City. Products: amperite current voltage regulators, velocity microphones, microphone stands, microphone transformers. pre-amplifiers. Trade Name: *Amperite.*

ARCTURUS RADIO TUBE CO.—720 Frelinghuysen Ave., Newark, N. J. Products: radio receiving tubes. Trade Name: *Arcturus.*

AUTOMATIC RADIO MFG. CO., INC.—122 Brookline Ave., Boston, Mass. Products: receiving sets—midget, table, console, automobile. Trade Names: *Automatic, Auto Rola, Tom Thumb, Automaster, Airmaster.*

BEAD CHAIN MFG. CO.—110 Mountain Grove St., Bridgeport, Conn. Products: radio tube contact pins.

BELMONT RADIO CORP.—1257 Fullerton Ave., Chicago, Ill. Products: receiving sets—consoles, midgets, automobile. Trade Names: *Belmont, Freshman.*

BENTLEY, HARRIS MFG. CO.—Hector & Lime Sts., Conshohocken, Pa. Products: varnished tubing and sleeving. Trade Name: *B.H.*

BIRNBACH RADIO CO., INC.—145 Hudson St., New York City. Products: aerial wire, hook-up wires, lead-in wires, aerial accessories, standoff insulators, aerial kits, double antenna systems, automotive radio accessories, short-wave parts, rubber-covered colored wires, etc. Trade Name: *Brintex.*

BLILEY ELECTRIC CO.—Union Station Bldg., Erie, Pa. Products: crystals, crystal holders and crystal ovens. Trade Name: *Bliley.*

DAVID BOGEN CO.—663 Broadway, New York City. Products: amplifying equipment. Trade Name: *David Bogen Co. Inc.*

WILLIAM BRAND & CO.—276 Fourth Ave., New York City. Products; varnished tubing, saturated sleeving, mica condenser films and fabricated parts, varnished cambric, paper in rolls, tape, etc., sheet and fabricated bakelite, fibre, etc. Trade Name: *Turbo.*

WALTER C. BRAUN, INC.—601 W. Randolph St., Chicago, Ill. Products: amplifiers. Trade Names: *Radolek, Ozarka, Pioneer.*

C. F. CANNON CO.—MAIN St., Springwater, N. Y. Products: headsets. Trade Name: *Cannon-Ball.*

CAPEHART INC.—E. Pontiac St., Fort Wayne, Ind. Products: combination automatic phonograph-radios and automatic phonographs. Trade Names: *Capehart, Panamuse.*

CENTRALAB—900 E. Keefe Ave., Milwaukee, Wis. Products: rheostats and potentiometer resistances, plain and with switch for volume and tone control, fixed resistors, suppressor resistors, wave change switches. Trade Name: *Centralab.*

CHAMPION RADIO WORKS—88 Holten St., Danvers, Mass. Products: radio tubes, resistance tubes. Trade Name: *Champion.*

CHICAGO TELEPHONE SUPPLY CO.—1142-1228 W. Beardsley Ave., Elkhart, Ind. Products: volume controls, tone controls, switches, fixed resistances, head phones, etc. Trade Names: *Frost-Radio, Chiphone, CTS.*

CHICAGO TRANSFORMER CORP.—3501 Addison St., Chicago, Ill. Products: small transformers and reactors.

CINAUDAGRAPH CORP.—2 Selleck St., Stamford, Conn. Products: speakers for radio and public address systems. Trade Name: *Cinaudagraph Corp.*

CINCH MFG. CORP.—2335 W. Van Buren St., Chicago, Ill. Products: tube sockets, soldering lugs, terminal strips, connector plugs, etc. Trade Name: *Cinch,*

CLAROSTAT MFG. CO., INC.—285 N. Sixth St., Brooklyn, N. Y. Products: fixed resistors, variable resistors, wire and carbon. Trade Name: *Clarostat.*

COLONIAL RADIO CORP.—254 Rano St., Buffalo, N. Y. Products: receiving sets—midget, table, console, battery, automobile, combination radio-phonograph. Trade Names: *Colonial, King.*

CONTINENTAL CARBON INC.—13900 Lorain Ave., Cleveland, O. Products: resistors, suppressors, resistor kits and paper dielectic condensers, *Filternoys* to eliminate radio interference. Trade Names: *Continental, Filternoys.*

CONTINENTAL RADIO & TELEVISION CORP.—3800 Cortland St., Chicago, Ill. Products:receiving sets, combination radio-phonograph, battery, automobile. Trade Name: *Admiral.*

CORNELL-DUBILIER ELECTRIC CORP.—1000 Hamilton Blvd., South Plainfield, N. J. Products: capacitors. Trade Names: *Micadon, Ducon, Tubular, C-D, Cub, Tigers, Hi-Mike, Dykanol, Beaver.*

CORNING GLASS WORKS—Walnut St., Corning, N. Y. Products: bulbs and tubing for radio and television tubes, insulators. Trade Names: *Corning, Pyrex.*

CORNISH WIRE CO. INC.—30 Church St., New York City. Products: radio hook-up wires, antenna accessories, antenna kits, shielded auto radio wires. Trade Names: *Corwico, Cor-Lac, Nu-Cor, Super-Cor, Braidite, Flexibus.*

CROSLEY RADIO CORP.—1329 Arlington St., Cincinnati, O. Products: receiving sets—midget, table, console, combination radio-phonograph, battery, automobile, duplex antennae. Trade Name: *Crosley.*

CROWE NAME PLATE & MFG. CO.—3701 Ravenswood Ave., Chicago, Ill. Products: tuning units for household and automobile radios; dials, scales on glass, metal, pyralin and bakelite; embossed, etched, or lithographed escutcheons and nameplates; controls and decorated panels for sound equipment and analyzers, metal grilles and cabinets. Trade Name: *Crowe.*

DeJUR-AMSCO CORP.—6 Bridge St., Shelton, Conn. Products: variable condensers, trimmer and padder condensers, rheostats, dials and mechanical tuning units. Trade Name: *DeJur-Amsco.*

JAMES W. DOYLE, INC.—311 N. Desplaines St., Chicago, Ill. Products: coils and transformers. Trade Name: *Robertson-Davis Co., Inc.*

DRIVER-HARRIS CO.—201 Middlesex St., Harrison, N. J. Products: resistance wire, ribbon, pure nickel wire and strip, special alloys. Trade Names: *Nichrome - Nichrome, V - Radiohm-Ohmax, Gridnic.*

HUGH H. EBY, INC.—2066 Hunting Park Ave., Philadelphia, Pa. Products: binding posts, switches, plugs, jacks, terminal strips, sockets, metal and bakelite punchings, electric eyes, radio and electrical specialities. Trade Name: *Eby.*

ELECTRICAL RESEARCH LABORATORIES, INC.—2222 Diversey Parkway, Chicago, Ill. Products: receiving sets—midget, table, console, combination radio-phonograph, battery, automobile. Trade Names: *Erla, Sentinel.*

ELECTRO MOTIVE MFG. CO., INC.—797 East 140th St., New York City. Products: carbon resistors, all types of wire wound resistors, fixed bakelite condensers, padders and trimmers, automobile suppressors. Trade Name: *Elmenco.*

EMERSON RADIO & PHONOGRAPH CORP.—111 Eighth Ave., New York City. Products: receiving sets—midget, table, console, combination radio-phonograph, battery, automobile. Trade Name: *Emerson.*

ERIE RESISTOR CORP.—644 W. 12th St., Erie, Pa. Products: resistors and automobile suppressors, radio knobs, dials, bezels, escutcheons, coil forms, insulators, etc. Trade Names: *Erie, Ceramicons.*

ESSEX WIRE CORP.—14310 Woodward Ave., Detroit, Mich. Products: radio wires, magnet wire and cord sets. Trade Names: *Ilewill, Paranite, S-X.*

JOHN E. FAST & CO.—3123 N. Crawford Ave., Chicago, Ill. Products: fixed electrical condensers. Trade Name: *Fast.*

GALVIN MFG. CORP.—4545 Augusta Blvd., Chicago, Ill. Products: receiving sets—console, table, midget, automobile, battery. Trade Name: *Motorola.*

GENERAL ELECTRIC CO.—1285 Boston Ave., Bridgeport, Conn. Products: receiving sets—console, table, midget, combination radio-phonograph, automobile, battery, *Handy Phone,* radio tubes. Trade Name: *GE.*

GENERAL INSTRUMENT CORP.—829 Newark Ave., Elizabeth, N. J. Products: multiple variable condensers. Trade Name: *G.I.*

GENERAL RADIO CO.—30 State St., Cambridge A, Mass. Products: laboratory and production test equipment and apparatus, radio parts for general experimental purposes. Trade Name: *General Radio.*

GITS MOLDING CORP.—4600 W. Huron St., Chicago, Ill. Products: drum dial, insulators, support bushing, knobs, push buttons. Trade Name: *The Gits Corp.*

EDWIN I. GUTHMAN & CO.—400 S. Peoria St., Chicago, Ill. Products: r.f. coils, chokes, oscillators, i.f. transformers, padder and trimmer condensers, textile covered and Litzendraht wire, radio cabinets, coil winding machinery. Trade Names: *Guthman, Super Q.*

HAMMARLUND MFG. CO., INC.—424 W. 33rd St., New York City. Products: variable condensers, trimmers, short-wave parts, receiving sets. Trade Names: *Hammarlund, Comet Pro, Super Pro.*

HAWLEY PRODUCTS CO.—201 N. First Ave., St. Charles, Ill. Products: moulded fibre diaphrams for radio loud speakers, housings, acoustical adapters, etc.

HAZELTINE CORP.—15 Exchange Pl., Jersey City, N. J. Products: patents and engineering service to manufacturers.

HYGRADE SYLVANIA CORP.—Emporium, Pa. Products: radio receiving tubes. Trade Names: *Sylvania, Hygrade.*

HYTRON CORP.—76 Lafayette St., Salem, Mass. Products: radio tubes. Trade Name: *Hytron.*

INDIANA STEEL PRODUCTS CO.—135 S. LaSalle St., Chicago, Ill. Products: permanent magnets for all purposes. Trade Name: *Ispco.*

INTERNATIONAL RADIO CORP.—Fourth & William Sts., Ann Arbor, Mich. Products: receiving sets. Trade Names: *Kadette, St. Regis.*

INTERNATIONAL RESISTANCE CO.—401 N. Broad St., Philadelphia, Pa. Products: resistors—fixed and variable, metallized, precision, power wire wound, voltage dividers, volume controls and tone controls. Trade Names: *I.R.C., Metallized.*

IRVINGTON VARNISH & INSULATOR CO.—6 Argyle Terrace, Irvington, N. J. Products: insulating materials used in the manufacture of radio parts, such as varnished cambric, varnished paper, irv-o-slot insulation and saturated and varnished tubing. Trade Names: *Irvington Insulation, Standard of the World.*

JEFFERSON ELECTRIC CO.—25th Ave. & Madison St., Bellwood, Ill. Products: radio, electric and automotive transformers, chokes, coils, fuses, mercury contacts and controls. Trade Names: *Jefferson, Gem, Union.*

JENSEN RADIO MFG. CO.—6601 So. Laramie Ave., Chicago, Ill. Products: loud speakers. Trade Name: *Jensen.*

KEN-RAD TUBE AND LAMP CORP.—Owensboro, Ky. Products: radio tubes and incandescent electric lamps. Trade Name: *Ken-Rad.*

KESTER SOLDER CO.—4201 Wrightwood Ave., Chicago, Ill. Products: solder, plastic rosin flux filled solder, special flux solders for radio and electric work. Trade Name: *Kester.*

LENZ ELECTRIC MFG. CO.—1751 N. Western Ave., Chicago, Ill. Products: cords, wires and cables for radio.

MAGNAVOX CO.—2131 Bueter Rd., Fort Wayne, Ind. Products: radio loud speakers, wet and dry types electrolytic filter and by-pass capacitors. Trade Names: *Magnavox, Mershon.*

MICAMOLD RADIO CORP.—1087 Flushing Ave., Brooklyn, N. Y. Products: mica, paper, electrolytic condensers; carbon resistors, wirewound resistors, ballast tubes. Trade Name: *Micamold.*

P. R. MALLORY & CO., INC.—3029 E. Washington St., Indianapolis, Ind. Products: dry electrolytic condensers for AC and DC auto-radio vibrators, all-wave switches, volume controls, power rheostats, heavy duty and flexible resistors, dial light assemblies, grid bias cells, jacks, jack switches, push button switches, plugs, cable connectors, radio convenience outlets, dry disc rectifiers, battery chargers, resistance welding electrodes, electrical contacts. Trade Names: *Mallory, Yaxley.*

MUTER CO.—1255 S. Mich. Ave., Chicago, Ill. Products: candohm resistors, aerial accessories, voltage regulators, switches, hygrometers, etc. Trade Names: *Candohm, Compo, Muter.*

NATIONAL CARBON CO. — 30 E. 42nd St., New York City. Products: radio A, B, and C batteries. Trade Name: *Eveready.*

NATIONAL CO., INC.—61 Sherman St., Malden, Mass. Products: converters, dials, eliminators, choke coils, transformers, condensers, couplings, amplifiers, grid grips. Trade Name: *National.*

NATIONAL UNION RADIO CORP.—57 State St., Newark, N. J. Products: radio tubes. Trade Names: *National Union, Sonatron.*

NOBLITT-SPARKS INDUSTRIES, INC.—Columbus, Ind. Products: receiving sets—table, console, battery, automobile, combination radio-phonograph. Trade Name: *Arvin.*

OAK MFG. CO.—711 W. Lake St., Chicago, Ill. Products: switches, range, rotor, tap, push button, vibrators, synchronous and non synchronous. Trade Name: *Oak.*

THE OHIO CARBON CO., — 12508 Berea Rd., Lakewood, O. Products: carbon resistors and suppressors for automobiles. Trade Name: *Ohiohm.*

OPERADIO MFG. CO.—St. Charles, Ill. Products: loud speakers, amplifiers, public address equipment, intercommunicators. Trade Name: *Operadio.*

PHILADELPHIA STORAGE BATTERY CO.—Ontario & C Sts., Philadelphia, Pa. Products: receiving sets—midget, table, console, combination radio-phonograph, battery; automobile, police, short wave; tubes, amplifiers and sound distribution equipment. Trade Names: *Philco, Philco-Transitone.*

PHILMORE MFG. CO., INC. — 113 University Pl., New York City. Products: receiving sets—midget, battery; microphones, amplifiers, aerial eliminators, headphones, fixed crystals, crystal sets. Trade Names: *Philmore, Selective, Ajax, Deluxe, Supertone, Blackbird, Little Wonder, Kompakt Radio.*

PILOT RADIO CORP.—37-06 36th St., Long Island City, N. Y. Products: receiving sets—table, console, combination radio-phonograph, battery; aerial kits. Trade Name: *Pilot.*

QUALITY HARDWARE & MACHINE CORP. — 5831 Ravenswood Ave., Chicago, Ill. Products: all types of metal stampings and light manufacture.

QUAM-NICHOLS CO. — 33rd Pl. & Cottage Grove, Chicago, Ill. Products: quam permanic, quam chromatic and dynamic speakers, quam aerial kits, private brand kits, permanent magnet dynamic speakers, toy telephones. Trade Names: *Quam-Nichols Company, Quam Speakers, Marvel Phones.*

RADIART CORP.—13229 Shaw Ave., Cleveland, O. Products: auto radio vibrators, auto radio aerials, power supply units. Trade Name: *The Radiart Corp.*

RADIO CONDENSER CO. — Davis & Copewood Sts., Camden, N. J. Products: variable air condensers. Trade Name: *Radio Condenser Company.*

RADIO SPEAKERS, INC. — 1338 S. Mich. Ave., Chicago, Ill. Products: radio loud speakers. Trade Name: *Radio Speakers.*

RAYTHEON PRODUCTION CORP.—55 Chapel St., Newton, Mass. Products: radio tubes. Trade Name: *Raytheon.*

RCA MFG. CO., INC.—201 N. Front St., Camden, N. J.

RCA VICTOR DIVISION, Camden, N. J. Products: receiving sets—midget, table, console, combination radio-phonograph, battery, automobile, police; broadcasting and transmitting equipment; photophone equipment.

RCA RADIOTRON DIVISION, Harrison, N. J. Products: vacuum tubes, including radio receiving tubes, transmitting tubes, and parts therefor. Trade Names: *RCA Victor, RCA Radiotron.*

READRITE METER WORKS—136 E. College Ave., Bluffton, O. Products: radio testing and electrical measuring instruments. Trade Name: *Readrite.*

REA MAGNET WIRE CO. INC.—East Pontiac St., Extended, Fort Wayne, Ind. Products: magnet wire, all insulations. Trade Name: *REA.*

RELIANCE DYE & STAMPING CO. — 1260 Clybourn Ave., Chicago, Ill. Products: variable condensers.

REMLER CO., LTD.—2101 Bryant St., San Francisco, Cal. Products: receiving sets—midget, table console, battery, automobile, police; public address and broadcast speech amplifier and control equipment, microphones, etc. Trade Name: *Remler.*

ROLA CO. INC.—2530 Superior Ave., Cleveland, O. Products: loud speakers for radio receiving sets and public address equipment. Trade Name: *Rola.*

SEEBURG RADIO CORP.—1500 N. Dayton St., Chicago, Ill. Products: receiving sets, combination radio-phonograph. Trade Names: *Seeburg Symphonolas, Corona.*

F. W. SICKLES CO.—300 Main St., Springfield, Mass. Products: radio coils.

SOLAR MFG. CORP. — 599 Broadway, New York City. Products: dry and wet electrolytics, paper bypass condensers, trimmer, molded mica condensers, elim-o-stats, capacitor analysers. Trade Names: *Solar, Sealdtite, Duravolt. Elim-O-Stat, Little Giant, Star Midget, Perma-Set, Minicap, Domino, Transoil, Transmica.*

SPARKS-WITHINGTON CO.—2400 E. Ganson St., Jackson, Mich. Products: receiving sets — midget, table, console, combination radio-phonograph, battery, automobile. Trade Name: *Sparton.*

SPEER RESISTOR CORP. — Saint Marys, Pa. Products: radio resistors and suppressors. Trade Name: *Speer.*

STACKPOLE CARBON CO.—Tannery St., Saint Marys, Pa. Products: variable resistors, fixed carbon resistors (insulated and uninsulated), snap switches, tone switches, contacts, graphite anodes for radio transmitting and power tubes, slide switches, iron cores. Trade Name: *Stackpole.*

STANDARD TRANSFORMER CORP.—1500 N. Halsted St., Chicago, Ill. Products: transformers to manufacturers' specifications, amateur transmitting, public address, replacement and electrical specialties. Trade Name: *Stancor.*

STEWART-WARNER CORP.—1826 Diversey Parkway, Chicago, Ill. Products: receiving sets — consoles, table, midget, combination radio-phonograph, battery, automobile; reproducers. Trade Name: *Stewart-Warner.*

SUPREME INSTRUMENTS CORP.—Greenwood, Miss. Products: radio testing instruments. Trade Name: *Supreme Testing Instruments.*

STROMBERG - CARLSON TELEPHONE MFG. CO. — 100 Carlson Rd., Rochester, N. Y. Products: receiving sets — consoles, short wave, automobile, police, radio - phonograph combinations and aircraft radio sets Loud speakers in cabinets, centralized radio systems, paging systems, etc. Trade Names: *Stromberg - Carlson, Te-Lek-Tor, Duratex, Mine-A-Phone.*

SYNTHANE CORP. — Oaks, Pa. Products: synthane laminated bakelite sheets, rods and tubes, plain and printed panels, sub - panels, terminal blocks, synthographic dials, pierced and threaded coil forms, speaker spiders and voice coil bobbins, punchings and machined parts. Trade Names: *Synthane, Synthographic.*

TRIAD MFG. CO. INC.—84 Fountain St., Pawtucket, R. I. Products: radio tubes. Trade Name: *Triad.*

TUNG-SOL LAMP WORKS, INC. (Radio Tube Division) — 95 Eighth Ave., Newark, N. J. Products: radio tubes, radio panelbulbs. Trade Name: *Tung-Sol.*

UNITED SOUND ENGINEERING CO.—2233 University Ave., St. Paul, Minn. Products: public address, intercommunicators, centralized radio, laboratory instruments, special assemblies. Trade Names: *U.S.E., Teletram.*

UTAH RADIO PRODUCTS CO.—820 Orleans St., Chicago, Ill. Products: speakers, vibrators, transformers, chokes, resistors, jacks, volume controls, tone controls, jack switches, push button switches, and plugs. Trade Name: *Utah.*

WEBSTER CO.—5622 Bloomingdale Ave., Chicago, Ill. Products: amplifiers and accessories. Trade Name: *Webster-Chicago.*

WELLS-GARDNER & CO.—2701 N. Kildare Ave., Chicago, Ill. Products: receiving sets—table, console, combination radio-phonograph, battery, automobile. Trade Name: *Wells-Gardner.*

WESTON ELECTRICAL INSTRUMENT CORP. — 614 Frelinghuysen Ave., Newark, N. J. Products: electrical measuring instruments, sensitive relays and associated devises, radio servicing and tube testing equipment, electrical speed measuring equipment, photoelectric devices and photographic exposure, meters, west-o-therm bi-metallic thermometers. Trade Names: *Weston, Photronic, Jewell, West-O-Therm.*

ZENITH RADIO CORP.—6001 Dickens Ave., Chicago, Ill. Products: receiving sets—automobile, home, boat and trailer,—A. C., AC/DC and farm, consoles, midgets, broadcast, short and long wave radio phonograph combinations, radio nurse and hearing devices. Trade Name: *Zenith.*

PAUL F. GODLEY

Consulting Radio Engineer

Phone: Montclair (N. J.) 2-7859

The BEST In

. . . Dramatized Spot Transcriptions
. . . Air Checks
. . . Complete "LIVE" Productions
. . . Syndicated TESTED Transcriptions for every type of business
. . . Quality Recordings

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Serving National, Regional and Local Advertising Agencies, Advertisers and Radio Stations from Coast - to - Coast!

★

NO CHARGE TO ADV. AGENCIES

For samples of *original* dramatic or *musical* transcribed announcements, thirty seconds to five minutes. Just send product data. Our transcribed announcements SELL. Repeat orders from agencies prove it!

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4 Original Shows Built to Make Money for Advertisers in '39!

"THE QUESTION WHEEL"
A new wrinkle in quizology.

"LITTLE-BY-LITTLE HOUSE"
Transcribed for syndication to furniture retailers.

"SING WHILE YOU WORK"
A new morning program with housewife appeal.

"THE STORY CLUB FOR BOYS AND GIRLS"
One station test—over 10,000 letters.

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Write for information and audition samples of other new and current releases of syndicated transcribed TESTED programs, for local, national or regional use, including a complete department store campaign, an electric utility promotion, seasonal programs, and shows for every type of business! . . . available at LOW COST!

KASPER - GORDON
Incorporated
140 BOYLSTON STREET
Boston . . . . . Massachusetts

"One of the Country's Leading Program Producers"

REGULATIONS GOVERNING CANADIAN BROADCASTING STATIONS

Made Under Canadian Broadcasting Act, 1936

(As Promulgated by Canadian Broadcasting Corporation, Effective November 1, 1937)

Authority. The attached regulations, numbered 1 to 23, were passed at a meeting of the Canadian Broadcasting Corporation held at Toronto, in the Province of Ontario, on the 8th day of September, 1937, as and for the regulations of the Canadian Broadcasting Corporation, and were made under authority of subsection one of section twenty-two of The Canadian Broadcasting Act, chapter twenty-four of the Statutes of 1936, which reads as follows:—

"The Corporation may make regulations
(*a*) to control the establishment and operation of chains or networks of stations in Canada;
(*b*) to prescribe the periods to be reserved periodically by any private station for the broadcasting of programs of the Corporation;
(*c*) to control the character of any and all programs broadcast by Corporation or private stations;
(*d*) to determine the proportion of time which may be devoted to advertising in any programs broadcast by the stations of the Corporation or by private stations and to control the character of such advertising;
(*e*) to prescribe the proportion of time which may be devoted to political broadcasts by the stations of the Corporation and by private stations, and to assign such time on an equitable basis to all parties and rival candidates."

Definitions. 1. In these regulations, unless the context otherwise requires,
(*a*) The "Act" means The Canadian Broadcasting Act, chapter twenty-four of the Statutes of 1936;
(*b*) "Corporation" means the Canadian Broadcasting Corporation;
(*c*) "licence" means a licence issued to a broadcasting station under the Radiotelegraph Act; and "licensee" means the holder of such licence;
(*d*) "private station" means any broadcasting station licensed to a person other than the Corporation;
(*e*) "regulations" means these regulations;
(*f*) "representatives of the Corporation" means the General Manager of the Corporation, the Assistant General Manager of the Corporation or persons authorized in writing by the General Manager of the Corporation;
(*g*) "station" refers to stations owned or operated by the Corporation as well as by others and it may also refer to the owner or licensee of a station.

Scope of Regulations. 2. These regulations apply to all stations in Canada and to all matter broadcast by such stations.

Program Log. 3. (1) Each station shall maintain a program log in a form acceptable to the Corporation and shall cause entries to be made therein as follows:—
(*a*) date, call letters, location, frequency;
(*b*) the time at which each station identification announcement is made;
(*c*) the title and brief description of each program broadcast, with the time of the beginning and ending so as to give a continuous record of each day's broadcast. If a mechanical reproduction is used, that fact shall be noted, together with a statement whether or not announcement thereof was made. In the case of a talk or speech, the name of the speaker and the auspices under which the talk or speech was given shall be entered. If the speech is made by a political candidate or on behalf of of a political candidate or political party, the political affiliation of the candidate or party shall also be entered;
(*d*) the duration of each spot or other similar announcement and the broadcast hour during which it was transmitted;
(*e*) the name of the sponsor of any program or announcement for which the station is paid.

(2) Key letters or abbreviations may be used if the explanation of each is plainly given in the log. The logs shall be produced for the inspection of the representatives of the Corporation upon the request of such representatives.

(3) Each station shall keep on file a copy of
(*a*) the continuity used for any program;
(*b*) all program or other announcements containing advertising matter;
(*c*) the manuscript of addresses or talks.

(4) In the case of chain broadcasts these records shall be kept by the originating station.

(5) Such records shall be retained by the station for a period of one year and shall be open for inspection by representatives of the Corporation upon request of such representatives.

Time. 4. The time mentioned in all program logs and contracts used in connection with broadcasting shall be local standard time (or local daylight-saving time if that is in force) unless otherwise specified or agreed.

Program Schedules. 5. Each station shall, each week, file with the Corporation in a form acceptable to the Corporation an advance copy of its program schedule for the following week, showing the exact hours and how they are to be occupied each day.

Station Identification. 6. Each station shall announce its call letters not less than once nor more than four times an hour, during hours of operation.

Programs in General. *7. No one shall broadcast
(*a*) anything contrary to law;
(*b*) the actual proceeding at any trial in a Canadian Court;
(*c*) abusive comment on any race, religion or creed;
(*d*) obscene, indecent or profane language;
(*e*) malicious, scandalous, or defamatory matter;
(*f*) advertising matter containing false or deceptive statements;
(*g*) false or misleading news;
(*h*) upon the subject of birth control;
(*i*) upon the subject of venereal disease, or other subjects relating to public health which the Corporation may from time to time designate, unless such subjects be presented in a manner and at a time approved by the General Manager as appropriate to the medium of broadcasting;
(*j*) (i) programs presenting a person who claims supernatural or psychic powers, or a fortune-teller, character analyst, crystal-gazer or the like, or programs which lead or may lead the listening public to believe that the person presented claims to possess or possesses supernatural or psychic powers or is or claims to be a fortune-teller, character analyst, crystal-gazer or the like.
(ii) programs in which a person answers or solves or purports to answer or solve questions or problems submitted by listeners or members of the public unless such programs prior to being broadcast shall have been approved in writing by a representative of the Corporation.

Political broadcasts. 8. (1) Political broadcasts are governed by subsections (3), (4) and (5) of section 22 of The Canadian Broadcasting Act, 1936, which read as follows:—

"(3) Dramatized political broadcasts are prohibited.

"(4) The names of the sponsor or sponsors and the political party, if any, upon whose behalf any political speech or address is broadcast shall be announced immediately preceding and immediately after such broadcasts.

"(5) Political broadcasts on any Dominion, Provincial or Municipal election day and on the two days immediately preceding any such election day are prohibited."

(2) Each station shall allocate time for political broadcasts as fairly as possible between the different parties or candidates desiring to purchase or obtain time for such broadcasts.

Advertising Content. 9. (1) The advertising content of any program shall not exceed in time ten per cent of any program period.

(2) Notwithstanding the provisions of subsection (1) any station shall upon instruction in writing from the Corporation reduce the total daily advertising content of its programs if the said total daily advertising content in the opinion of the Corporation occupies an undue proportion of the daily broadcast time.

(3) Upon notice in writing from the Corporation any station shall change the quality or nature of its advertising broadcasts.

10. Notwithstanding the provisions of these regulations the Corporation may, upon satisfactory evidence being submitted to it of a contract or contracts for the use of mechanical reproductions outstanding on November 1, 1937, which contain more than the advertising content prescribed in section 9 (1) or which relate to the subjects mentioned in section 7 (*j*) permit the continued use of the said mechanical reproductions until, but not beyond December 31, 1937.

Advertising programs in general. 11. (1) In any program no one shall advertise
(*a*) any act or thing prohibited by law;
(*b*) the prices of goods or services, except the prices of publications auxiliary to the information services of the Corporation;
(*c*) any insurance corporation not registered to do business in Canada;
(*d*) bonds, shares, or other securities or mining or oil properties or royalties or other interests in mining or oil properties other than the securities of the Dominion or Provincial governments or municipalities or other public authorities, provided nothing herein shall prevent anyone from sponsoring a program giving quotations of market prices without comment;
(*e*) spirituous liquors;
(*f*) wine and beer in any province of Canada wherein the provincial law prohibits the direct advertisement of wine and beer, nor in any other province unless immediately prior to the coming into force of these Regulations wine and beer have in fact been directly advertised in such province through the facilities of radio.

(2) Whenever wine and beer are advertised through radio facilities, the following special regulations shall apply:—
(*a*) no spot announcements shall be used for the direct or indirect advertisement of wine or beer;
(*b*) all continuities in programs directly or indirectly advertising wine or beer shall, prior to their broadcast, be approved by the Corporation as to the continuity and the form, quantity and quality of the advertising content thereof.

Spot Announcements. 12. (1) "Spot" announcements shall not exceed two minutes for each broadcasting hour, subject always to the provisions of subsection (2) of this regulation.

(2) No "spot" announcement shall be broadcast on week-days between 7:30 p. m. and 11 p. m. nor on Sundays at any time, provided that where exceptional conditions prevail owing to the geographical situation stations may be given permission by the Corporation to broadcast "spot" announcements on week-days during the hours prohibited in this section.

(3) Subsections (1) and (2) of this regulation shall not apply to time signals or weather reports, provided that no advertising other than the name of the sponsor is mentioned.

Foods and Drugs; Proprietary or Patent Medicines. 13. (1) No continuity advertising an article marketed under the Proprietary or Patent Medicine Act or the Food and Drugs Act may be broadcast until it has been approved by the Department of Pensions and National Health. Continuities submitted for approval shall be forwarded, in duplicate, to the Canadian Broadcasting Corporation, Ottawa, at least two weeks in advance of intended use. The formula for any article bearing a distinctive or trade name distinguishing it from any other product, and marketed under the Food and Drugs Act, shall be submitted with each pertinent continuity.

(2) No electrical transcription advertising an article marketed under the Proprietary or Patent Medicine Act or the Food and Drugs Act shall be broadcast by any station unless certified by an affidavit that the advertising continuity has been approved by the Department of Pensions and National Health.

(3) No announcer may broadcast any statement concerning any article marketed under the Food and Drugs Act or the Proprietary or Patent Medicine Act that is not contained in the continuity approved by the Department of Pensions and National Health.

(4) Testimonials referring to an article marketed under the Food and Drugs Act or the Proprietary or Patent Medicine Act shall be regarded as constituting a part of the advertising continuity.

(5) No continuity recommending any treatment for any ailment shall be broadcast until it has been approved by the Department of Pensions and National Health.

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* NOTE TO SECTION 7. It is not the intention of the Corporation to restrict freedom of speech nor the fair presentation of controversial material. On the contrary, the policy of the Corporation is to encourage the fair presentation of controversial questions. At the same time, it should be realized that the message of broadcasting is received at the fireside in the relatively unguarded atmosphere of the home, reaching old and young alike. Certain subjects, while meriting discussion elsewhere in the public interest are not necessarily suitable for this intimate medium.

(6) Inspectors of Food and Drugs, Department of Pensions and National Health, are authorized to act as representatives of the Corporation for the purpose of enforcing this regulation.

News Broadcasts. 14. Stations shall not transmit any news or information of any kind published in any newspaper or obtained, collected, collated, or coordinated by any newspaper or association of newspapers or any news agency or service, except the following:—

(*a*) Such news bulletins as are released regularly from the various bureaus of The Canadian Press for the express use of broadcasting stations in Canada;

(*b*) Local news under arrangements to be made by each station individually with its local newspaper or newspapers, or such news as it may collect through its own employees;

(*c*) News from sources other than those provided for in subsections (*a*) and (*b*) herein, shall not be broadcast unless the express permission in writing of the Corporation through its General Manager is secured in advance.

Material to be submitted. 15. Representatives of the Corporation may require the production of material to be broadcast before any broadcast is arranged to take place.

Corporation Programs. 16. Time reserved for the broadcasting of Corporation programs shall be used only for such programs unless approval to the contrary has been received in writing from the Corporation in each specific case.

Priority for Programs. 17. Stations shall upon request of the Corporation give right of way to such Corporation or other programs as the Corporation shall designate. In such event neither the station nor the Corporation shall incur any liability for compensation or damages.

Re-broadcasting of programs. 18. No station shall "pick up" and re-broadcast any program unless permission in writing has first been obtained from the Corporation.

Mechanical Reproductions. 19. (1) No station shall use a mechanical reproduction (except when its use is merely incidental as for an identification or background) between the hours of 7:30 p. m. and 11:00 p. m. except with the previous consent of the Corporation in writing.

(2) A mechanical reproduction shall be announced as such immediately before and after the program concerned, except when its use is merely incidental as for an identification or background. The exact form of announcement is not prescribed, but the language shall be clear and in terms commonly used and understood. The following are examples of statements sufficient for the purpose:—

(*a*) "This is a recorded program."

(*b*) "This is a program of electrical transcription."

(3) No program of mechanical reproductions shall contain any reference to the name of any person, firm or corporation connected with the manufacture, sale, hire or ownership of the said mechanical reproductions used in the said program.

Chain Broadcasting. 20. Unless permission in writing is first obtained from the Corporation

(*a*) no station shall continue to be a part or shall form a part of a chain or network originating outside of Canada;

(*b*) no chain or network of two or more stations shall continue to be operated within Canada or shall be set up or operated within Canada;

(*c*) no station shall continue to be or become an outlet for any station, chain or network existing or originating outside of Canada;

(*d*) no station shall continue to be or become an associate station of or with any station, chain or network existing or originating outside of Canada.

Station Contracts. 21. Every station shall file with the Corporation a copy of the forms of contract used by it and a statement of its charges. Every such contract shall expressly make the enjoyment of the privilege to broadcast conditional upon the observance of these regulations. The licensee of each station shall see that a copy of these regulations is available at the station and that the station employees and persons broadcasting are familiar with them.

Violation of Regulations. 22. The Corporation may send a written or telegraph notice to the licensee of any station informing him of any alleged violation of these regulations and he shall have a delay of six days within which to answer in writing, giving in full his reply to the notice. The Corporation may make such investigation of the facts as it shall consider appropriate and for this purpose its representatives may examine the records and question the employees of any station.

Repeal. 23. These regulations shall have full force and effect as of the 1st day of November, 1937, and on and after that date all regulations inconsistent therewith shall be deemed to have been repealed.

NOTE: The penalty for violation of these regulations is provided for under section 22 (6) of the Act which reads:

> "(6) In case of any violation or non-observance by a private station of the regulations made by the Corporation under this section, the Corporation may order that the license of such private station be suspended for a period not exceeding three months and any such order shall be forwarded to the Minister who shall forthwith communicate the same to the licensee of the station and shall take such steps as may be necessary to carry out the terms of such order."

UNIONS AND LABOR GROUPS DEALING IN RADIO FIELDS

Name of Organization	Affiliation	Address Telephone No.	Executive
American Federation of Labor	AFL	901 Mass. Ave. NW. Washington, D. C. National 3870	William Green, Pres.
Congress for Industrial Organization	CIO	1106 Connecticut Ave. Washington, D. C. District 3582	John L. Lewis, Pres.
American Communications Association (Formerly American Radio Telegraphists Association)	CIO	10 Bridge St. New York City Bowling Green 9-3007	Mervyn Rathbone, Pres.
International Brotherhood of Electrical Workers	AFL	1200 15th St. NW. Washington, D. C. District 3766	Daniel W. Tracy, Pres.
American Federation of Musicians	AFL	1450 Broadway New York City Pennsylvania 6-2545	Joseph N. Weber, Pres.
American Guild of Radio Announcers and Producers	....	11 W. 42nd St. New York City Longacre 5-4553	Roy S. Langham, Pres. Gerald Dickler, Counsel
International Alliance of Theatrical Stage Employes and Moving Picture Machine Operators	AFL	Earle Bldg. Washington, D. C. Metropolitan 1172	George E. Browne, Pres.
Association of Technical Employes of NBC	...	30 Rockefeller Plaza New York City Circle 7-8300	E. C. Horstman, Pres.
Associated Broadcast Technicians	CBS	182 Tremont St. Boston, Mass. Hubbard 2323	F. A. Lange, Pres. c/o WEEI, Boston
Radio Writers' Guild of the Authors League of America	....	6 E. 39th St. New York City Ashland 4-5141	Kenneth Webb, Pres.
American Advertising Guild	CIO	112 E. 19th St. New York City	John Bronfein, Pres.
American Newspaper Guild	CIO	1560 Broadway New York City Bryant 9-0780	Heywood Broun, Pres. Jonathan Eddy, Ex. V.P. Victor Pasche, Secy.-Treas.
Associated Actors & Artistes of America	AFL	25 W. 45th St. New York City Bryant 9-9237	Frank Gillmore, Pres.
Organizations affiliated with Associated Actors & Artistes of America			
Actors Equity Ass'n	AFL	45 W. 47th St. New York City Bryant 9-3550	Arthur Byron, Pres.
American Federation of Radio Artists	AFL	2 W. 45th St. New York City Murray Hill 2-1157	Mrs. Emily Holt, Ex. Secy.
American Guild of Musical Artists Inc.	AFL	576 Fifth Ave. New York City Longacre 3-6223	Leo Fischer, Ex. Secy.
American Federation of Actors	AFL	1560 Broadway New York City Wisconsin 7-9021	Ralph Whitehead, Ex. Secy.

PAUL F. GODLEY
Consulting Radio Engineer

Phone:
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Equipment in Use in

BROADCAST STATIONS IN UNITED STATES AND CANADA

ALABAMA

WHMA, Anniston—*Location of Transmittor:* 14th & Noble Sts. *Make:* Collins. *Tower:* 1 Wincharger, 155 feet. *Speech Input:* Collins. *Microphones* WE.

WAPI, Birmingham—*Location of Transmitter:* Sandusky, Ala. *Make:* WE. *Towers:* Two, 210 feet. *Speech Input:* RCA. *Microphones:* WE.

WBRC, Birmingham—*Location of Transmitter:* Coalburg Mt., Birmingham. *Make* RCA. *Tower:* 1 Blaw-Knox, 280 feet. *Speech Input:* WE. *Microphones:* WE, RCA.

WSGN, Birmingham—*Location of Transmitter:* Fountain Heights, Birmingham. *Make:* WE. *Towers:* Two, Marconi type, flat top. *Speech Input:* WE. *Microphones:* WE.

WMFO, Decatur—*Location of Transmitter:* 409 2nd Ave. *Make:* Composite. *Towers:* Two, 110 feet. *Speech Input:* Composite. *Microphones:* Astatic, RCA.

WAGF, Dothan—*Location of Transmitter:* Southeast Ala. Fairgrounds, Dothan. *Make:* Composite. *Towers:* Two, 70 feet. *Speech Input:* WE. *Microphones:* WE.

WJBY, Gadsden—*Location of Transmitter:* 108 Broad St. *Make:* Composite. *Tower:* 1 Blaw-Knox, 157 feet. *Microphones:* RCA.

WBHP, Huntsville—*Location of Transmitter:* Athens Pike. *Make:* Composite. *Tower:* One, 175 feet. *Microphones:* Turner.

WALA, Mobile—*Location of Transmitter:* 106 St. Joseph St. *Make:* WE. *Towers:* 2 Mobile Steel, 45 feet. atop 55 ft. Bldg. *Speech Input:* WE. *Microphones:* WE.

WCOV, Montgomery—*Location of Transmitter:* S. E. of Montgomery. *Make:* Collins. *Tower:* One Lehigh, 204 ft. *Speech Input:* Collins. *Microphones:* RCA.

WSFA, Montgomery—*Location of Transmitter:* Montgomery. *Make:* Collins. *Tower:* 1 Blaw-Knox, 190 feet. *Speech Input:* RCA. *Microphones:* RCA.

WMSD, Muscle Shoals City—Data not furnished.

WHBB, Selma—*Location of Transmitter:* Edgewood, Selma. *Make:* WE. *Towers:* 2, wooden construction, 150 feet. *Speech Input:* Composite. *Microphones:* Amperite, Astatic.

WJRD, Tuscaloosa—*Location of Transmitter:* Tuscaloosa. *Make:* RCA. *Tower:* One, 165 feet. *Speech Input;* Composite. *Microphones:* RCA, Astatic, Brush.

ARIZONA

KWJB, Globe—*Location of Transmitter:* South of Globe. *Make:* WE. *Tower:* One, 204 ft. *Speech Input:* WE. *Microphones:* WE.

KCRJ, Jerome—*Location of Transmitter:* Jerome. *Make:* Composite. *Tower:* One Wincharger, 145 feet. *Speech Input:* Composite. *Microphones:* Amperite.

KSUN, Lowell—*Location of Transmitter:* Lowell. *Make:* Composite. *Tower:* One, 210 feet. *Speech Input:* Composite. *Microphones:* WE.

KOY, Phoenix—*Location of Transmitter:* 12th St. & Camel Back Rd. *Make:* Collins. *Tower:* 1 Blaw-Knox, 289 feet. *Speech Input:* Collins. *Microphones:* RCA, WE.

KTAR, Phoenix—*Location of Transmitter:* Heard Bldg. *Make:* WE. *Towers:* 2 Pacific Iron & Steel, 180 ft. above 100 ft. Bldg. *Speech Input:* WE, RCA. *Microphones:* RCA.

KYCA Prescott—Construction permit granted; data not available.

KGLU, Safford—*Location of Transmitter:* Safford. *Make:* We. *Tower:* 1 Blaw-Knox, 179 feet. *Speech Input:* WE. *Microphones:* WE.

KGAR, Tucson—*Location of Transmitter:* 142 S. 6th Ave. *Make:* Composite. *Towers:* Two, 90 feet. *Speech Input:* Composite. *Microphones:* WE, Remler.

KVOA, Tucson—Data not furnished.

KUMA, Yuma—*Location of Transmitter:* Lee Hotel Bldg. *Make:* Composite. *Tower:* 1, Harrell 173 feet. *Speech Input:* Gates. *Microphones:* Amperite.

ARKANSAS

KCLN, Blytheville—Data not furnished.

KELD, El Dorado—*Location of Transmitter:* Country Club Colony. *Make:* RCA. *Tower:* 1 Blaw-Knox, 185 ft. *Speech Input:* RCA. *Microphones:* RCA.

KFPW, Fort Smith—*Location of Transmitter:* Fort Smith. *Make:* Composite. *Towers:* Two, 45 ft., atop 85 ft. bldg. *Speech Input:* Composite. *Microphones:* RCA, WE.

KTHS, Hot Springs—*Location of Transmitter:* Country Club Grounds, Hot Springs. *Make:* WE, composite amplifier. *Tower:* One, 310 ft. *Speech Input:* We. *Microphones:* WE.

KBTM, Jonesboro—*Location of Transmitter:* Jonesboro. *Make:* Composite. *Tower:* One Truscon, 189 ft. *Speech Input:* Collins. *Microphones:* Amperite, Shure.

KARK, Little Rock—*Location of Transmitter:* North Little Rock. *Make:* RCA. *Tower:* One Blaw-Knox, 310 ft. *Speech Input:* RCA. *Microphones:* RCA.

KGHI, Little Rock—Data not furnished.

KLRA, Little Rock—*Location of Transmitter:* North Little Rock. *Make:* Composite. *Tower:* One Truscon, 316 ft. *Speech Input:* WE. *Microphones:* WE, RCA.

KOTN, Pine Bluff—*Location of Transmitter:* 505½ Main St. *Make:* Composite. *Tower:* One Truscon, 154 ft. *Speech Input:* RCA. *Microphones:* Shure.

KUOA, Siloam Springs — *Location of Transmitter:* Siloam Springs. *Make:* WE. *Tower:* One Blaw-Know, 450 ft. *Speech Input:* WE. *Microphones:* WE.

CALIFORNIA

KERN, Bakersfield—*Location of Transmitter:* Elks Bldg. *Make:* Composite. *Tower: One,* 170 ft. *Speech Input:* Composite. *Microphones:* RCA.

KPMC, Bakersfield—*Location of Transmitter:* Bakersfield. *Make:* RCA. *Towers:* Two, 150 ft. *Speech Input:* RCA, WE. *Microphones:* RCA, WE.

KRE, Berkeley—*Location of Transmitter:* 601 Ashby Ave. *Make:* WE. *Tower:* One Blaw-Knox, 190 ft. *Speech Input:* WE. *Microphones:* WE, RCA.

KHSL, Chico—*Location of Transmitter:* Hooker Oak & Madrone Ave. *Make:* RCA. *Tower:* One Bethlehem Steel Co., 265 ft. *Speech Input:* RCA. *Microphones:* RCA.

KXO, El Centro—Data not furnished.

KIEM, Eureka—*Location of Transmitter:* Humbolt Bay. *Make:* WE. *Tower:* One Blaw-Knox, 169 ft. *Speech Input:* Remler. *Microphones:* WE.

KARM, Fresno—*Location of Transmitter:* First & Clinton Sts. *Make:* RCA *Tower:* One Bethlehem, 264 ft. *Speech Input:* RCA. *Microphones:* RCA.

KMJ, Fresno—*Location of Transmitter:* Shields & 1st Sts. *Make:* Composite. *Towers:* Two, 205 ft. *Speech Input:* Composite. *Microphones:* RCA

KIEV, Glendale—*Location of Transmitter:* 701 E. Broadway. *Make:* RCA. *Towers:* Two, 137 ft. *Speech Input:* Composite, RCA. *Microphones:* WE.

KFOX, Long Beach—*Location of Transmitter:* 220 E. Anaheim St. *Make:* WE. *Towers:* Two, 142 ft. *Speech Input:* WE. *Microphones:* WE, RCA.

KGER, Long Beach—*Location of Transmitter:* 3101 San Francisco St. *Make:* RCA. *Tower:* One Blaw-Knox, 190 ft. *Speech Input:* WE. *Microphones:* WE.

KECA, Los Angeles—*Location of Transmitter:* 1418 E. 81st St. *Make:* RCA. *Tower:* One Ideco, 365 ft. *Speech Input:* RCA, WE. *Microphones:* RCA, WE.

KEHE, Los Angeles—*Location of Transmitter:* 2951 Moynier Lane. *Make:* RCA. *Tower:* One Ideco, 485 ft. *Speech Input:* RCA. *Microphones:* RCA.

KFAC, Los Angeles—*Location of Transmitter:* 8581 W. 18th St. *Make:* WE. *Towers:* Two, 150 ft. *Speech Input:* WE. *Microphones:* WE.

KFI, Los Angeles—*Location of Transmitted:* Buena Park, Calif. *Make:* RCA. *Towers:* Two Pacific Iron & Steel, 400 ft. *Speech Input:* RCA, WE. *Microphones:* RCA, WE.

KFSG, Los Angeles—*Location of Transmitter:* 100 Glendale Blvd. *Make:* Composite. *Towers:* Two, 215 ft. *Speech Input:* WE. *Microphones:* WE, RCA.

KFVD, Los Angeles—*Location of Transmitter:* 9300 Cattaraugus St. *Make:* WE. *Tower:* One Pacific Iron & Steel, 255 ft. *Speech Input:* WE. *Microphones:* WE.

KFWB, Los Angeles—*Location of Transmitter:* Baldwin Hills, Los Angeles: *Make:* RCA. *Tower:* One Ideco, 464 ft. *Speech Input:* RCA. *Microphones:* RCA.

KGFJ, Los Angeles—*Location of Transmitter:* 1828 Oak St. *Make:* Composite. *Towers:* Two, 65 ft., atop 4-story bldg. *Speech Input:* WE. *Microphones:* WE.

KHJ, Los Angeles—*Location of Transmitter:* Los Angeles. *Make:* WE. *Towers:* Two, 125 ft. *Speech Input:* WE. *Microphones:* WE, RCA.

KMPC, Los Angeles—*Location of Transmitter:* 9631 Wilshire Blvd. *Make:* RCA. *Towers:* Two Pacific Iron & Steel, 130 ft. *Speech Input:* Collins. *Microphones:* WE, RCA.

KMTR, Los Angeles—*Location of Transmitter:* 1000 Cahuenge Blvd. *Make:* RCA. *Towers:* Two Consolidated, 253 ft. *Speech Input:* WE. *Microphones:* WE, RCA.

KNX, Los Angeles—*Location of Transmitter:* Torrance, Calif. *Make:* RCA. *Tower:* One Ideco, 490 ft. *Speech Input:* RCA. *Microphones:* RCA.

KRKD, Los Angeles—*Location of Transmitter:* 1100 Glendale Blvd. *Make:* Composite. *Towers:* Two, 215 ft. *Speech Input:* WE. *Microphones:* WE, RCA.

KYOS, Merced—*Location of Transmitter:* Merced. *Make:* WE. *Tower:* One Bethlehem, 218 ft. *Speech Input:* RCA. *Microphones:* RCA.

KTRB, Modesto—*Location of Transmitter:* McHenry & Sylvan Aves. *Make:* Composite. *Towers:* Two, 54 ft. *Speech Input:* Composite.

KDON, Monterey—*Location of Transmitter:* Monterey. *Make:* WE. *Tower:* One, 210 ft. *Speech Input:* WE. *Microphones:* WE.

KLS, Oakland—*Location of Transmitter:* 327 21st St. *Make:* WE. *Tower:* One Blaw-Knox, 179 ft. *Speech Input:* Collins. *Microphones:* WE, RCA.

KLX, Oakland—*Location of Transmitter:* Tribune Tower. *Make:* WE. *Speech Input:* WE. *Microphones:* WE.

KROW, Oakland—*Location of Transmitter:* Oakland. *Make:* WE. *Towers:* Two, 130 ft. *Speech Input:* Remler. *Microphones:* RCA, WE.

KPPC, Pasadena—*Location of Transmitter:* 585 E. Colorado St. *Make:* Composite. *Towers:* Two, 129½ ft. *Speech Input:* Harrison. *Microphones:* Harrison, Amperite.

KVCV, Redding—Data not furnished.

KFBK, Sacramento—*Location of Transmitter:* Yolo County, Calif. *Make:* RCA. *Tower:* One Bethlehem, 250 ft. *Speech Input:* RCA. *Microphones:* RCA, WE.

KROY, Sacramento—*Location of Transmitter:* 14th Ave. & 65th St. *Make:* WE. *Tower:* One Blaw-Knox, 182 ft. *Speech Input:* WE. *Microphones:* WE, RCA.

KFXM, San Bernardino—*Location of Trsnsmitter:* 512 5th St. *Make:* Composite. *Speech Input:* Composite. *Microphones:* WE, American.

KFSD, San Diego—*Location of Transmitter:* 426 Broadway. *Make:* WE. *Towers:* Two, 231 ft. *Speech Input:* Composite. *Microphones:* WE.

KGB, San Diego—*Location of Transmitter:* 1012 1st Ave. *Make:* WE. Towers: Two, 96 ft. *Speech Input:* WE, *Microphones:* WE.

KFRC, San Francisco—*Location of Transmitter:* 1000 Van Ness Ave. *Make:* WE. *Towers:* Two Pacific Coast Steel, 125 ft. *Speech Input:* WE. *Microphones:* WE.

KGO, San Francisco—*Location of Transmitter:* 5555 E. 14th St., Oakland, Calif. *Make:* RCA. *Tower:* One, 150 ft. *Speech Input:* RCA. *Microphones: RCA.*

KJBS, San Francisco—*Location of Transmitter:* 1470 Pine St. *Make:* DeForest. *Tower:* One Bethlehem, 247 ft. *Speech Input:* Composite. *Microphones:* WE.

KPO, San Francisco—*Location of Transmitter:* Belmont, Calif. *Make:* RCA. *Towers:* Two, 300 ft. *Speech Input:* RCA. *Microphones:* RCA.

KSAN, San Francisco—*Tower:* One Bethlehem, 179 ft. *Speech Input:* WE. *Micriphones:* WE.

KSFO, San Francisco—*Location of Transmitter:* Pier 92, Islais Creek. *Make:* WE. *Tower:* One Truscon, 400 ft. *Speech Input:* RCA. *Microphones:* RCA, WE.

KYA, San Francisco—*Location of Transmitter:* San Francisco. *Make:* RCA. *Tower:* One Bethlehem, 450 ft. *Speech Input:* RCA. *Microphones:* RCA.

KQW, San Jose—*Location of Transmitter:* 87 E. San Antonio St. *Make:* WE. *Towers:* Two Bethlehem, 150 ft. *Speech Input:* Composite. *Microphones:* WE.

KVEC, San Luis Obispo—*Location of Transmitter:* N. W. of San Luis Obispo. *Make:* RCA. *Tower:* One Bethlehem, 218 ft. *Speech Input:* RCA. *Microphones:* RCA.

KVOE, Santa Ana—*Location of Transmitter:* W. 5th St. *Make:* Composite. *Tower:* One Consolidated, 156 ft. *Speech Input:* Composite. *Microphones:* WE.

KDB, Santa Barbara—*Location of Transmitter:* Faulding Hotel. *Make:* WE. *Tower:* "T" type, 90 ft. *Speech Input:* WE. *Microphones:* WE.

KTMS, Santa Barbara—*Location of Transmitter:* Santa Barbara. *Make:* Composite. *Towers:* Two Bethlehem, 264 ft. *Speech Input:* RCA. *Microphones:* RCA.

KSRO, Santa Rosa—Data not furnished.

KGDM, Stockton—*Location of Transmitter:* S. E. of Stockton. *Make:* WE. *Tower:* One Blaw-Knox, 129 ft. *Speech Input:* WE. *Microphones:* WE.

KWG, Stockton—*Location of Transmitter:* Weber & E Sts. *Make:* Composite.

KHUB, Watsonville—*Location of Transmitter:* Watsonville. *Make:* RCA. *Tower:* One, 185 ft. *Speech Input:* Composite. *Microphones:* RCA.

KTKC, Visalia—*Location of Transmitter:* Tulare Highway. *Make:* WE. *Tower:* 1 Bethlehem, 195 ft. *Speech Input:* RCA. *Microphones:* RCA, WE.

COLORADO

KGIW, Alamosa—*Location of Transmitter:* East Alamosa. *Make:* Composite. *Towers:* Two, 60 ft. *Speech Input:* Composite: *Microphones:* Universal, Shure.

KVOR, Colorado Springs—*Location of Transmitter:* East Platte Ave., Colorado Springs. *Make:* WE. *Tower:* One Blaw-Knox, 208 ft. *Speech Input:* RCA. *Microphones:* RCA.

KFEL, Denver—*Location of Transmitter:* 5580 W. 20th Ave. *Make:* Composite: *Tower:* One Truscon, 285 ft. *Speech Input:* Composite. *Microphones:* RCA.

KLZ, Denver—*Location of Transmitter:* Englewood, Colo. *Make:* WE. *Tower:* One Blaw-Knox, 444 ft. *Speech Input:* WE. *Microphones:* WE, RCA.

KOA, Denver—*Location of Transmitter:* Aurora, Colo. *Make:* GE. *Tower:* One Ideco, 475 ft. *Speech Input:* RCA. *Microphones:* RCA.

KPOF, Denver—*Location of Transmitter:* Near Westminster, Colo. *Make:* Composite. *Tower:* One, 260 ft. *Speech Input:* Composite. *Microphones:* WE.

KVOD, Denver—*Location of Transmitter:* Denver. *Make:* RCA. *Tower:* One Lehigh, 320 ft. *Speech Input:* RCA. *Microphones:* RCA, WE.

KIUP, Durango—*Location of Transmitter:* Durango. *Make:* Composite. *Tower:* One, 180 ft. *Speech Input:* Composite. *Microphones:* Shure.

KFXJ, Grand Junction—*Location of Transmitter:* Hilcrest Manor. *Make:* Composite. *Towers:* Two, 100 ft. *Speech Input:* Composite. *Microphones:* RCA Carrier, American.

KFKA, Greeley—*Location of Transmitter:* N. Eleventh Ave. *Make:* Composite. *Tower:* One Blaw-Know, 279 ft. *Speech Input:* Composite. *Microphones:* Electro-Voice, Amperite.

KOKO, LaJunta—*Make:* RCA. *Tower:* One Blaw-Knox, 200 ft. *Speech Input:* RCA. *Microphones:* RCA.

KIDW, Lamar—Data not furnished.

KGHF, Pueblo—Data not furnished.

KGEK, Sterling—*Location of Transmitter:* Fleming Rd. *Make:* Composite. *Towers:* Two, 125 ft. *Speech Input:* Composite. *Microphones:* RCA, Astatic, Carrier.

CONNECTICUT

WICC, Bridgeport—*Location of Transmitter:* Pleasure Beach, Bridgeport. *Make:* WE. *Towers:* Two Blaw-Knox, 300 ft. *Speech Input:* WE. *Microphones:* WE.

WDRC, Hartford—*Location of Transmitter:* 869 Blue Hills Ave., Bloomfield, Conn. *Make:* WE. *Tower:* One Truscon, 310 ft. *Speech Input:* WE. *Microphones:* WE.

WTHT, Hartford—*Location of Transmitter:* 983 Main St. *Make:* WE. *Tower:* One Blaw-Knox, 204 ft. atop 285 ft. Bldg. *Speech Input:* Collins. *Microphones:* RCA.

WTIC, Hartford—*Location of Transmitter:* Avon, Conn. *Make:* RCA. *Towers:* Two Milliken, 200 ft. *Speech Input:* RCA, WE. *Microphones:* RCA, WE.

WNBC, New Britain—*Location of Transmitter:* Cedar St., Newington, Conn. Make: RCA. *Towers:* Two Truscon, 184 ft. *Speech Input:* RCA. *Microphones:* RCA.

WELI, New Haven—*Location of Transmitter:* West Haven, Conn. *Make:* RCA. *Tower:* One Truscon, 281 ft. *Speech Input:* RCA. *Microphones:* RCA.

WNLC, New London—*Location* of Transmitter: E. New London, Conn. *Make:* Collins. *Tower:* One Lehigh, 180 ft. *Speech Input:* Collins. *Microphones:* Brush.

WATR, Waterbury—*Location of Transmitter:* 47 Grand St. *Make*: Composite. *Tower:* One Lehigh, 180 ft. *Speech In*put: WE. *Microphones:* WE, RCA.

WBRY, Waterbury—*Location of Transmitter:* Prospect, Conn. Make: RCA. *Towers:* Two Blaw-Knox, 187 ft. *Speech Input:* RCA. *Microphones:* RCA.

DELAWARE

WDEL, Wilmington—*Location of Transmitter:* Governor Printz Blvd. *Make:* Composite. *Tower:* One Blaw-Knox, 235 ft. *Speech Input*: Composite. *Microphones:* RCA, WE.

WILM, Wilmington—*Location of Transmitter:* Carrcroft, Del. *Make:* Composite. *Towers:* Two, 165 ft. *Speech Input:* Composite. *Microphones:* RCA WE.

DIST. OF COLUMBIA

WJSV, Washington—*Location of Transmitter:* Mt. Vernon Blvd., Alexandria, Va. *Make:* WE-Composite. *Towers:* Two, 152 ft. *Speech Input:* Composite. *Microphones:* WE, RCA.

WMAL Washington—*Location of Transmitter:* 712 11th St. *Make:* Composite. *Tower:* One Blaw-Knox, 100 ft., one composite, 80 ft. *Speech Input:* RCA. *Microphones:* RCA.

WOL, Washington—*Location of Transmitter:* Ager Rd., near Chillum, Md. *Make:* WE. *Towers:* Two Blaw-Knox, 230 ft. *Speech Input:* WE. *Microphones:* WE.

WRC, Washington—*Location of Transmitter:* Hyattsville, Md. *Make:* RCA. *Tower:* One Truscon, 400 ft. *Speech Input:* RCA. *Microphones:* RCA.

FLORIDA

WMFJ, Daytona Beach—*Location of Transmitter:* Daytona Beach. *Tower:* One Wincharger. *Speech Input:* RCA. *Microphones:* RCA.

WRUF, Gainesville—*Location of Transmitter:* Gainesville. *Make:* WE. *Towers:* Two, 200 ft. *Speech Input:* WE. *Microphones:* RCA, WE.

WJAX, Jacksonville—*Location of Transmitter:* 1 Broadcast Place. *Make:* WE. *Tower:* One Truscon, 274 ft. *Speech* Input: WE. *Microphones:* WE, RCA.

WJHP, Jacksonville—Construction permit granted; data not available.

WMBR, Jacksonville—*Location of Transmitter:* South Jacksonville, Fla. *Make:* Composite. *Tower:* One Blaw-Knox, 186 ft. *Speech Input:* WE. *Microphone:* RCA, WE.

WLAK, Lakeland—*Location of Transmitter:* Shore Acres. *Make*: Composite. *Tower*: One, 200 ft. *Speech Input:* WE. *Microphones:* WE, RCA.

WIOD, Miami—*Location of Transmitter:* Allapattah Section, Miami. *Make:* RCA. *Tower:* One Blaw-Knox, 196 ft. *Speech Input:* RCA. *Microphones:* RCA.

WQAM, Miami—*Location of Transmitter:* Miami *Make:* RCA, WE. *Tower:* One Blaw-Knox, 235 ft. *Speech Input:* WE, RCA. *Microphones:* WE, RCA.

WKAT, Miami Beach—*Location of Transmitter:* 1759 N. Bay Rd. *Make:* WE. *Tower:* One Blaw-Knox, 154 ft. *Microphones:* RCA, WE.

WDBO, Orlando—*Location of Transmitter:* Near Fairvilla, Florida. *Make:* Composite. *Tower:* One Blaw-Knox, 370 ft. *Speech Input:* RCA. *Microphones:* RCA.

WCOA, Pensacola—*Location of Transmitter:* San Carlos Hotel Bldg. *Make:* WE. *Tower:* One Blaw-Knox, 200 ft. *Speech Input*: WE, RCA. *Microphones:* RCA.

WFOY, St. Augustine—Data not furnished.

WSUN, St. Petersburg—*Location of Transmitter:* Bayview, Fla. *Make:* WE. *Towers:* Two, 207 ft. *Speech Input:* WE. *Microphones:* WE RCA.

WTAL, Tallahassee—*Location of Transmitter:* Tallahassee. *Make:* Collins. *Towers:* Two, 170 ft. *Speech Input:* Collins. *Microphones:* Brush.

WDAE, Tampa—*Location* **of** ***Transmitter:*** Tampa. *Make:* Composite. *Tower:* One Truscon, 233 ft. *Speech Input:* RCA. *Microphones:* RCA, WE.

WFLA, Tampa—*Location of Transmitter:* Bay to Bay Blvd., Clearwater, Florida. *Make:* WE. *Towers:* Two International Stacey, 200 ft. *Speech Input:* WE. *Microphones:* RCA.

WJNO, West Palm Beach—*Location of Transmitter:* 1415 Okeechobee Rd. *Make:* Composite. *Tower:* One Lehigh, 180 ft. *Speech Input:* Composite. *Microphones:* WE, RCA.

GEORGIA

WGPC, Albany—*Location of Transmitter:* 127½ N. Jackson St. *Make:* RCA. *Tower:* One, 154 ft. *Speech Input:* WE. *Microphones:* RCA, Astatic.

WGAU, Athens—*Location of Transmitter:* Bobbin's Mill Road, Athens, Georgia. *Make:* Collins. *Tower:* One, 145 ft. *Speech Input:* Collins. *Microphones:* WE.

WAGA, Atlanta—*Location of Transmit*ter: Atlanta. *Make:* RCA. *Tower:* One Truscon, 375 ft. *Speech Input:* RCA. *Microphones:* RCA.

WATL, Atlanta—*Location of Transmitter:* Atlanta. *Make:* WE. *Tower:* One Truscon, 154 ft. *Speech Input:* WE. *Microphones*: WE, RCA.

WGST, Atlanta—*Location of Transmitter:* Cheshire Bridge Rd. and Seaboard R. R. *Make:* RCA. *Tower:* One Truscon, 300 ft. *Speech Input:* WE. *Microphones:* RCA.

WSB, Atlanta—*Make:* WE. *Towers:* Two Lehigh, 350 ft. *Speech Input:* WE. *Microphones:* WE, RCA.

WRDW, Augusta—*Location of Transmitter:* Buena Vista Ave., North Augusta. *Make:* RCA. *Tower:* One Blaw-Knox, 179 ft. *Speech Input:* Gates. *Microphones:* RCA.

WRBL, Columbus—*Location of Transmitter:* Columbus. *Make:* WE. *Tower*: *One* Truscon, 210 ft. *Speech Input:* WE. Microphones: WE, RCA.

WKEU, Griffin—*Location of Transmitter:* Griffin Hotel. *Make:* Composite. *Tower:* One Wincharger, 190 ft. *Speech Input:* Collins. *Microphones:* Amperite.

WMAZ, Macon—*Location of Transmitter:* Georgia Place. *Make:* Composite. *Tower:* One Blaw-Knox, 250 ft. *Speech Input:* RCA. *Microphones:* RCA.

WRGA, Rome—*Location of Transmitter:* National City Bank Bldg. *Make:* Composite. *Tower:* One Duraulium, 215 ft. *Speech Input:* Composite. *Microphones:* RCA.

WSAV, Savannah — Construction permit granted; data not available.

WTOC, Savannah—*Location of Transmitter:* Savannah. *Make:* Composite. *Tower:* One, 206 ft. *Speech Input:* Composite. *Microphones:* RCA, Gates.

WPAX, Thomasville—*Location of Transmitter:* Thomasville. *Make:* Composite. *Tower:* One Blaw-Knox, 205 ft. *Speech Input*: Composite. *Microphones:* Amperite.

WAYX, Waycross—*Location of Transmitter:* Waycross. *Make:* Composite. *Tower:* One, 160 ft. *Speech Input:* Collins. *Microphones:* Amperite.

IDAHO

KIDO, Boise—*Location of Transmitter:* Boise. *Make:* Composite. *Tower:* One Blaw-Knox, 234 ft. *Speech Input:* Composite. *Microphones:* RCA, Radio Receptor.

KGCI, Coeur D'Alene—Data not furnished.

KID, Idaho Falls—*Location of Transmitter:* Idaho Falls. *Make:* Composite. *Tower:* One Truscon, 378 ft. *Speech Input:* Gates. *Microphones:* WE.

KRLC, Lewiston—*Location of Transmitter:* Lewiston Orchards. *Speech Input:* WE. *Microphones:* WE.

KFXD, Nampa—*Location of Transmitter:* Nampa. *Make:* WE. *Tower:* One Blaw-Knox, 220 ft. *Speech Input:* WE. *Microphones:* WE.

KSEI, Pocatello—*Location of Transmitter:* Pocatello. *Make:* WE. *Towers:* Two Blaw-Knox, 165 ft. *Speech Input:* WE. *Microphones:* WE.

KTFI, Twin Falls—*Location of Transmitter:* Twin Falls. *Make*: Composite. *Tower:* One Lehigh, 437 ft. *Speech Input:* WE. *Microphones:* WE.

KWAL, Wallace—Construction permit granted; data not available.

ILLINOIS

WMRO, Aurora—*Location of Transmitter:* R.F.D. No. 1, Aurora. *Make:* RCA. *Tower:* One Harrell, 209 ft. *Speech Input:* RCA. *Microphones:* RCA.

WJBC, Bloomington—*Location of Transmitter:* Normal, Ill. *Make:* Composite. *Tower:* One Lehigh, 191 ft. *Speech Input:* Composite. *Microphones:* WE, Brush.

WCAZ, Carthage—*Location of Transmitter.* R.F.D. Carthage. *Make:* Composite. *Tower:* One Blaw-Knox, 229 ft. *Speech Input:* RCA. *Microphones:* RCA.

WDWS, Champaign—*Location of Transmitter:* Champaign. *Make*: Composite. *Tower:* One Truscon, 148 ft. *Speech Input:* Collins. *Microphones:* RCA, WE.

WAAF, Chicago—*Location of Transmitter:* 1001 Exchange Ave. *Make: Composite.* *Tower:* One Truscon, 231 ft. *Speech Input:* Composite. *Microphones:* RCA, Amperite.

WBBM, Chicago—*Location of Transmitter:* Glenview, Ill. *Make:* Composite. *Tower:* One Blaw-Knox, 490 ft. *Speech Input:* RCA, WE. *Microphones:* RCA, WE.

WCBD, Chicago—*Location of Transmitter:* Church Rd., Elmhurst, Ill. *Make:* WE. *Tower:* One Truscon, 420 ft. *Speech Input:* RCA, WE. *Microphones:* RCA.

WCFL, Chicago—*Location of Transmitter:* Downers Grove, Ill. *Make:* RCA. *Tower:* One Blaw-Knox, 490. *Speech Input:* RCA. *Microphones:* RCA, WE.

WCRW, Chicago—*Location of Transmitter:* Chicago. Data not furnished.

WEDC, Chicago—*Location of Transmitter:* 3860 Ogden Ave. *Make:* Composite. *Tower:* One Truscon, 210 ft. *Speech Input:* Gates. *Microphones:* RCA, Turner.

WENR, Chicago—*Location of Transmitter:* Tinley Park, Ill. *Make:* RCA. *Tower:* One Truscon, 586 ft. *Speech Input:* RCA. *Microphones:* RCA.

WGES, Chicago—Data not furnished.

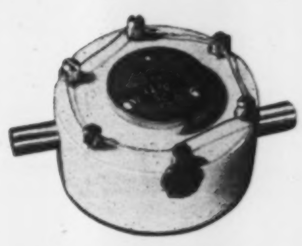
WGN, Chicago—*Location of Transmitter:* Elgin, Ill. *Make*: Composite. *Towers:* Two U. S. Wind Engine, 250 ft. *Speech Input:* RCA. *Microphones:* RCA, WE.

WJJD, Chicago—*Location of Transmitter:* Desplaines, Ill. *Make:* Composite. *Tower:* One Truscon, 285 ft. *Speech Input:* Composite. *Microphones:* WE, RCA.

WLS, Chicago—*Location of Transmitter:* Tinley Park, Ill. *Make:* RCA. *Tower:* One Truscon, 586 ft. *Speech Input:* RCA. *Microphones:* RCA.

WMAQ, Chicago—*Location of Transmitter:* Elmhurst, Ill. *Make:* RCA. *Tower:* One Ideco, 490 ft. *Speech Input:* RCA. *Microphones:* RCA.

Type BC46T. A temperature controlled precision variable airgap mounting for Bliley Crystals from 170kc. to 5000kc. It is fully approved by the F.C.C. for use in standard broadcast services.


Type BC10. A precision Isolantite variable airgap holder originally designed to meet rigid government specifications. It can be supplied with any Bliley Crystal from 170kc. to 5000kc.

Type MO3. A rugged, temperature controlled pressure type mounting for Bliley Crystals from 7.5mc. to 30mc. Crystal temperature is maintained constant to within 1°C. over wide variations of ambient temperature.

BLILEY CRYSTALS

HOLDERS OVENS

20 KC. TO 30 MC.

Type VP4. A ceramic pressure holder for Bliley Crystals between 240kc. and 7500kc. Reliable crystal performance is assured by low-loss design and variable electrode pressure.

Bliley Crystals are engineered to provide accurate, dependable frequency control. Specialized manufacturing facilities, maintenance of rigid standards and thoroughness in every detail, assure a precision product. A complete line of crystals, holders and ovens for all frequencies between 20kc. and 30mc. is available for any frequency control application. Bliley Broadcast Crystals are approved by the F.C.C. Write for Catalog G-10. Bliley Electric Co., Erie, Pa.

Type MO2. A compact pressure mounting for Bliley Crystals from 7.5mc. to 30mc. developed to meet the rigorous conditions encountered in mobile and portable high frequency transmitters.

Equipment in Use in
BROADCAST STATIONS IN UNITED STATES AND CANADA

(*Continued from page 333*)

WMBI, Chicago—*Location of Transmitter:* R.F.D. 1, Elmhurst, Ill., *Make:* WE. *Tower:* One Blaw-Knox, 490 ft. *Speech Input:* RCA. *Microphones:* RCA.

WSBC, Chicago—*Location of Transmitter:* 2400 W. Madison St. *Make:* Composite. *Tower:* One Truscon, 189 ft. *Speech Input:* WE, General Radio. *Microphones:* RCA.

WHFC, Cicero—*Location of Transmitter:* 6138 W. Cermak Rd. *Make:* WE. *Tower:* One Blaw-Knox, 175 ft. *Speech Input:* WE. *Microphones:* WE.

WDAN, Danville—*Location of Transmitter:* Washington Ave. *Make:* RCA. *Tower:* One Blaw-Knox, 328 ft. *Speech Input:* RCA. *Microphones:* RCA.

WJBL, Decatur—*Location of Transmitter:* Route 48, Decatur. *Make:* Composite. *Tower:* One Truscon, 189 ft. *Speech Input:* Gates. *Microphones:* RCA, American.

WTMV, East St. Louis— (See St. Louis, Mo.).

WGIL, Galesburg—*Location of Transmitter:* Galesburg. *Make:* RCA. *Tower:* One Harrell, 165 ft. *Speech Input:* RCA. *Microphones:* RCA.

WEBQ, Harrisburg—*Location of Transmitter:* 100 E. Poplar St. *Make:* Composite. *Tower:* One Blaw-Knox, 210 ft. *Speech Input:* Gates. *Microphones:* RCA, Remler.

WCLS, Joliet—*Location of Transmitter:* Joliet Bldg. *Make:* Composite. *Speech Input:* RCA. *Microphones:* RCA.

WMBD, Peoria—*Location of Transmitter:* Between Peoria & Pekin, Ill. *Make:* WE. *Tower:* One Blaw-Knox, 254 feet. *Speech Input:* WE. *Microphones:* RCA, WE.

WTAD, Quincy—*Location of Transmitter:* N. 24th St. *Make:* Collins. *Tower:* One Truscon, 280 feet. *Speech Input:* Collins. *Microphones:* RCA, WE.

WROK, Rockford—*Location of Transmitter:* Kilburn Ave. *Make:* RCA. *Tower:* One Truscon, 237 feet. *Speech Input:* Remler. *Microphones:* RCA, WE, Gibbs.

WHBF, Rock Island—*Location of Transmitter:* Moline, Ill. *Make:* RCA. *Towers:* Two Truscon, 350 feet. *Speech Input:* RCA. *Microphones:* RCA.

WCBS, Springfield—*Location of Transmitter:* 2200 S. 6th St. *Make:* Composite. *Tower:* One Harrell, 155 feet. *Speech Input:* Composite, WE. *Microphones:* WE.

WTAX, Springfield—*Location of Transmitter:* 117 So. 5th St., Springfield. *Make:* RCA. *Towers:* Two, 90 feet. *Speech Input:* RCA. *Microphones:* RCA.

WDZ, Tuscola,—*Location of Transmiter:* Tuscola. *Make:* RCA. *Towers:* One Blaw-Knox, 241 feet. *Speech Input:* Composite. *Microphones:* WE.

WILL, Urbana—*Location of Transmitter:* Urbana. *Make:* RCA. *Towers:* Two Truscon, 328 feet. *Speech Input:* Composite. *Microphones:* RCA, WE.

INDIANA

WHBU, Anderson—*Location of Transmitter:* Citizen Bank Bldg. *Make:* Collins. *Towers:* Two, 50 feet above bldg. *Speech Input:* Collins. *Microphones:* RCA.

WTRC, Elkhart—*Location of Transmitter:* Elkhart. *Make:* RCA. *Tower:* One Truscon, 114 feet. *Speech Input:* RCA. *Microphones:* RCA.

WEOA, Evansville—*Location of Transmitter:* 519 Vine St. *Make:* Composite. *Tower:* One, 180 feet. *Speech Input:* Composite. *Microphones:* RCA.

WGBF, Evansville—*Location of Transmitter:* North of Evansville. *Make:* Composite. *Towers:* Two, 125 feet. *Speech Input:* RCA. *Microphones:* RCA.

WGL, Fort Wayne—*Location of Transmitter:* 925 S. Harrison St. *Make:* Westinghouse. *Tower:* One Ideco, 175 feet. *Speech Input:* RCA, WE. *Microphones:* RCA, WE.

WOWO, Fort Wayne—*Make:* Composite. *Tower:* One Blaw-Knox. *Speech Input:* RCA, WE. *Microphones.* RCA, WE.

WIND, Gary—*Make:* WE. *Towers:* One Blaw-Knox, 2 Truscon, 350 feet. *Speech Input:* Collins, WE. *Microphones:* RCA WE.

WHIP, Hammond—*Location of Transmitter:* 137th & Pochman. *Make:* WE. *Towers:* Three Lehigh, 350 feet. *Microphones:* RCA.

WWAE, Hammond—*Location of Transmitter:* 137th & Pochman. *Make:* WE. *Towers:* 3 Lehigh, 350 feet. *Microphones:* RCA.

WFBM, Indianapolis—*Location of Transmitter:* N. E. of Millersville, Ind. *Make:* RCA. *Tower:* 1 Ideco, 420 feet. *Speech Input:* RCA. *Microphones:* RCA.

WIBC, Indianapolis—*Location of Transmitter:* Millersville Rd. *Make:* RCA. *Tower:* 1 Truscon, 326 feet. *Microphones:* RCA.

WIRE, Indianapolis—*Location of Transmitter:* Ralston Rd. *Make:* RCA. *Towers:* Two Truscon, 330 feet. *Speech Input:* RCA. *Microphones:* RCA.

WLBC, Muncie—*Location of Transmiter:* Anthony Bldg. *Make:* Doolittle and Falknor. *Tower:* One Aluminum Co., 164 feet. *Speech Input:* Collins. *Microphones:* RCA.

WGRC, New Albany—*Location of Transmitter:* New Albany. *Make:* RCA. *Tower:* One Truscon, 229 feet. *Speech Input:* RCA. *Microphones:* RCA.

WKBV, Richmond — *Make:* Composite. *Tower:* One, 170 feet. *Speech Input:* Composite.

WFAM, South Bend—*Location of Transmitter:* R. F. D. No. 2, South Bend, Ind. *Make:* RCA. *Towers:* Two U. S. Wind Engine, 200 feet. *Speech Input:* RCA. *Microphones:* RCA.

WSBT, South Bend—*Location of Transmiter:* R. F. D. No. 2, South Bend, Ind. *Make:* RCA. *Towers:* Two U. S. Wind Engine, 200 feet. *Speech Input:* RCA. *Microphones:* RCA.

WBOW, Terre Haute—*Location of Transmitter:* 25th & Dimmick Ave. *Make:* Composite. *Tower:* One, 220 feet. *Speech Input:* RCA. *Microphones:* RCA.

WBAA, West Lafayette — *Location of Transmitter:* West Lafayette. *Make:* Composite. *Towers:* Two, 150 feet. *Speech Input:* Composite. *Microphones:* RCA, WE.

IOWA

WOI, Ames—*Location of Transmitter:* Ames. *Make:* Composite. *Tower:* One, 400 feet. *Speech Input:* Composite. *Microphones:* RCA, WE.

KFGQ, Boone—Data not furnished.

WMT, Cedar Rapids—*Location of Transmitter:* Marion, Iowa. *Make:* Collins. *Towers:* 2 Ideco, 412 feet. *Speech Input:* Collins. *Microphones:* RCA, WE.

KOIL, Council Bluffs—(See Omaha, Neb.)

WOC, Davenport—*Location of Transmitter:* 1000 Brady St. *Make:* RCA. *Tower:* One, 155 feet. *Speech Input:* RCA. *Microphones:* RCA, WE.

KGCA, Decorah—Data not furnished.

KWLC, Decorah—Data not furnished.

KRNT, Des Moines—*Location of Transmitter:* RFD No. 1, Des Moines. *Make:* RCA, Composite amplifier. *Towers:* 1 Ideco, 365 feet., 2 Truscon, 194 feet. *Speech Input:* RCA. *Microphones:* RCA, WE.

KSO, Des Moines—*Location of Transmitter:* RFD No. 1, Des Moines. *Make:* RCA, composite amplifier. *Towers:* 1 Ideco 365 feet., 1 Truscon, 172 feet. *Speech Input:* RCA. *Microphones:* RCA, WE.

WHO, Des Moines—*Location of Transmitter:* Mitchellville, Iowa. *Make:* RCA. *Tower:* 1 Blaw-Knox. *Speech Input:* RCA, WE. *Microphones:* RCA, WE.

KDTH, Dubuque — Construction permit granted.

WKBB, Dubuque—*Location of Transmitter:* East Dubuque, Ill. *Make:* Collins. *Towers:* Two, 79 feet. *Speech Input:* Collins. *Microphones:* WE.

WSUI, Iowa City—*Location of Transmitter:* Capitol & Washington Sts. *Make:* Composite. *Towers:* Two, 200 feet. *Speech Input:* WE, RCA. *Microphones:* WE, RCA.

KFJB, Marshalltown—*Location of Transmitter:* Marshalltown. *Tower:* 1 Lehigh, 219 feet. *Speech Input:* WE. *Microphones:* WE.

KGLO, Mason City—*Location of Transmitter:* Mason City. *Make:* RCA. *Tower:* 1 Truscon, 300 feet. *Speech Input:* RCA. *Microphones:* RCA.

KFNF, Shenandoah—*Location of Transmitter:* 407 Sycamore St. *Make:* WE. *Tower:* One, 260 feet. *Speech Input:* WE, Collins. *Microphones:* RCA, WE.

KMA, Shenandoah—*Location of Transmitter:* Shenandoah. *Make:* RCA. *Tower:* 1 Truscon, 490 feet. *Speech Input:* RCA. *Microphones:* RCA, WE.

KSCJ, Sioux City—*Location of Transmitter:* 5500 Floyd River Rd. *Make:* Composite. *Tower:* 1 U. S. Wind Engine, 312 feet. *Speech Input;* WE, RCA. *Microphones:* WE, RCA.

KTRI, Sioux City—*Location of Transmitter:* Commerce Bldg. *Make:* RCA. *Tower:* 1 Truscon, 175 feet. *Speech Input:* RCA. *Microphones:* RCA.

KANSAS

KFBI, Abilene—*Location of Transmitter:* Milford, Kans. *Make:* Composite. *Towers:* Two, 100 feet. *Speech Input:* WE. *Microphones:* WE.

KVAK, Atchison—*Make:* Composite. *Speech Input:* Composite. *Microphones:* WE.

KGGF, Coffeyville—*Location of Transmitter:* South Coffeyville. *Make:* WE. *Towers:* 2 Blaw-Knox, 200 feet. *Speech Input:* WE. *Microphones:* WE.

KGNO, Dodge City—*Location of Transmitter:* Dodge City. *Make:* Collins. *Towers:* Two, 105 feet. *Speech Input:* Collins. *Microphones:* RCA, WE.

KTSW, Emporia — Construction permit granted.

KIUL, Garden City—*Location of Transmitter:* Near Garden City. *Make:* RCA. *Towers:* Two, 100 feet. *Speech Input:* RCA. *Microphones:* RCA.

KVGB, Great Bend—*Location of Transmitter:* South of Great Bend. *Make:* Collins. *Tower:* One, 164 feet. *Speech Input:* Collins. *Microphones:* Brush, RCA, Amperite.

KWBG, Hutchinson—Data not furnished.

KCKN, Kansas City—*Location of Transmitter:* 901 N. 8th St. *Make:* Composite. *Tower:* 1 Blaw-Knox, 210 feet. *Speech Input:* Collins.

KFKU, Lawrence—*Location of Transmitter:* Tonganoxie, Kans. *Make:* RCA. *Tower:* One, 200 feet.

WREN, Lawrence—Data not furnished.

KSAC, Manhattan—*Location of Transmitter:* Manhattan. *Make:* WE. *Towers:* 2 U. S. Wind Engine, 160 feet. *Speech Input:* WE. *Microphones:* WE, RCA.

KOAM, Pittsburg—*Location of Transmitter: Near* Pittsburg. *Make:* WE, composite. *Tower:* 1 Blaw-Knox, 275 feet. *Speech Input:* Collins. *Microphones:* WE.

KSAL, Salina—*Location of Transmitter:* Salina. *Make:* WE. *Tower:* 1 Blaw-Knox, 179 feet. *Speech Input:* WE. *Microphones:* WE.

WIBW, Topeka—*Location of Transmitter:* Route 6, Topeka. *Make:* WE. *Tower:* 1 Lingo, 445 feet. *Speech Input:* WE. *Microphones:* WE.

KANS, Wichita—*Location of Transmitter:* Hotel Lassen. *Make:* Collins. *Tower:* 1 Lehigh, 180 feet. *Speech Input:* Collins. *Microphones:* Brush.

KFH, Wichita—*Location of Transmitter:* 6400 E. Central. *Make:* WE. *Tower:* 1 Blaw-Knox, 220 feet. *Speech Input:* WE. *Microphones:* WE.

KENTUCKY

WCMI, Ashland—*Location of Transmitter:* Ashland. *Make:* Composite. *Tower:* One, 210 feet. *Speech Input:* Hilliard. *Microphones:* RCA.

WCKY, Covington—(See Cincinnati, O.)

WLAP, Lexington—*Location of Transmitter:* Walton Bldg. *Make:* WE. *Tower:* One, 147 feet. *Speech Input:* WE. *Microphones:* WE.

WAVE, Louisville—*Location of Transmitter:* 675 S. Fourth St. *Make:* RCA. *Tower:* 1 Blaw-Knox, 239 feet. *Speech Input:* RCA. *Microphones:* RCA, WE.

WHAS, Louisville—*Location of Transmitter:* Route 2, Anchorage, Ky. *Make:* WE. *Tower:* 1 Blaw-Knox, 564 feet. *Speech Input:* WE. *Microphones:* WE.

WOMI, Owensboro—*Location of Transmitter:* Owensboro. *Make:* RCA. *Tower:* 1 Truscon, 185 feet. *Speech Input:* RCA. *Microphones:* RCA.

WPAD, Paducah—Data not furnished.

LOUISIANA

KALB, Alexandria—*Location of Transmitter:* Upper 4th St. *Make:* Collins. *Tower:* One, 214 feet. *Speech Input:* Collins: *Microphones:* WE.

WJBO, Baton Rouge—*Location of Transmitter*: Roosevelt Rd. *Make:* WE. *Tower:* 1 Lehigh, 485 feet. *Speech Input:* WE. *Microphones:* WE.

KVOL, Lafayette—*Location of Transmitter:* Scott Rd., *Make:* Composite. *Tower:* 1 Lehigh, 188 feet. *Speech Input:* Composite *Microphones:* Amperite, RCA.

KPLC, Lake Charles—*Location of Transmitter:* Ernest & LaGrange Sts. *Make:* Composite. *Tower:* 1 Hoke, 165 feet. *Speech Input:* Composite. *Microphones:* WE, Amperite.

KMLB, Monroe—*Location of Transmitter:* Milhaven Rd. *Make:* Composite. *Tower:* One, 164 ft. *Speech Input:* WE, Collins. *Microphones:* WE, Amperite.

WBNO, New Orleans—Data not furnished.

WDSU, New Orleans—*Location of Transmitter:* Gretna, La. *Make:* WE. *Towers:* 2 Blaw-Knox, 167 feet. *Speech Input:* WE. *Microphones:* WE.

WJBW, New Orleans—*Location of Transmitter:* 947 Howard Ave. *Make:* Carlson. *Tower:* One, 210 feet. *Speech Input:* American Audio. *Microphones:* Transducer, WE.

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WSMB, New Orleans—*Location of Transmitter:* Algiers, La. *Make:* WE. *Towers:* 1 Truscon, 390 feet, 1 Blaw-Knox, 220 feet. *Speech Input:* WE. *Microphones:* WE.

WWL, New Orleans—*Location of Transmitter:* Kenner, La. *Make:* RCA. *Tower:* 1 Ideco, 395 feet. *Speech Input:* RCA. *Microphones:* RCA.

KRMD, Shreveport — *Make:* Composite. *Tower:* 1 Blaw-Knox, 175 feet. *Speech Input:* Composite. *Microphones:* WE, RCA, Amperite.

KTBS, Shreveport—*Location of Transmitter:* RFD No. 1. *Make:* RCA. *Tower:* One, 155 feet. *Speech Input:* RCA. *Microphones:* RCA.

KWKH, Shreveport—*Location of Transmitter:* North of Shreveport, Mooringport Rd. *Make:* RCA. *Towers:* 2 Blaw-Knox, 198 feet. *Speech Input:* RCA. *Microphones:* RCA.

MAINE

WRDO, Augusta—*Location of Transmitter:* 341 Water St. *Make:* RCA. *Towers:* Two, 60 feet. *Speech Input:* Composite. *Microphones:* Amperite.

WABI, Bangor—*Location of Transmitter:* Brewer, Maine. *Make:* Composite. *Tower:* One, 265 feet. *Speech Input:* WE, *Microphones:* WE.

WLBZ, Bangor—Data not furnished.

WCOU, Lewiston—*Location of Transmitter:* Lewiston. *Make:* RCA. *Tower:* 1 Lingo, 199 feet. *Speech Input:* RCA. *Microphones:* RCA.

WCSH, Portland—*Location of Transmitter:* Scarboro, Maine. *Make:* RCA. *Towers:* 2 Blaw-Knox, 200 feet. *Speech Input:* WE. *Microphones:* RCA.

WGAN, Portland—*Location of Transmitter:* Portland. *Make:* WE. *Towers:* 2 Lehigh, 350 feet. *Speech Input:* WE. *Microphones:* WE.

WAGM, Presque Isle—*Location of Transmitter:* Northern National Bank Bldg. *Make:* Composite. *Towers:* Two, 96 feet. *Speech Input:* Composite. *Microphones:* WE, RCA.

MARYLAND

WBAL, Baltimore—*Location of Transmitter:* Pikesville, Md. *Make:* WE. *Towers:* Two, 200 feet. *Speech Input:* WE, RCA. *Microphones:* WE, RCA.

WCAO, Baltimore—*Location of Transmitter:* 811 W. Lanvale St. *Make:* RCA. *Towers:* 2 Blaw-Knox, 165 feet. *Speech Input:* RCA. *Microphones:* RCA, WE.

WCBM, Baltimore—*Location of Transmitter:* 1100 E. Cold Spring Lane. *Make:* RCA. *Tower:* One Truscon, 215 ft. *Speech Input:* RCA. *Microphones:* RCA, WE.

WFBR, Baltimore—*Location of Transmitter:* Baltimore. *Make:* RCA. *Towers:* 2 Truscon, 300 feet. *Speech Input:* RCA, WE. *Microphones:* RCA, WE.

WTBO, Cumberland—*Location of Transmitter:* Fort Hill, Cumberland. *Make:* Composite. *Towers:* Two, 90 feet. *Speech Input:* Composite. *Microphones:* WE, Astatic.

WFMD, Frederick—*Location of Transmitter:* Jefferson Pike. *Make:* Composite. *Tower:* 1 Truscon, 257 feet. *Speech Input:* Composite. *Microphones:* Amperite, WE.

WJEJ, Hagerstown—Data not furnished.

WSAL, Salisbury—*Location of Transmitter:* 315 Main St. *Make:* Doolittle & Falknor. *Tower:* 1 Lehigh, 185 feet. *Speech Input:* Collins. *Microphones:* WE, RCA.

MASSACHUSETTS

WAAB, Boston—*Location of Transmitter:* Squantum, Mass. *Make:* Composite. *Tower:* 1 Blaw-Knox, 420 feet. *Speech Input:* WE. *Microphones:* WE, RCA.

WBZ, Boston—*Location of Transmitter:* Millis, Mass. *Make:* Composite. *Tower:* Blaw-Knox, 300 feet. *Speech Input:* Composite. *Microphones:* RCA, WE.

WCOP, Boston—*Location of Transmitter:* Brighton, Mass. *Make,* RCA. *Tower:* 1 Truscon 226 feet, 4 in. *Speech Input:* RCA. *Microphones:* RCA.

WEEI, Boston—*Location of Transmitter:* Mystic Valley Parkway, Medford, Mass. *Make:* WE. *Towers:* 2 Truscon, 350 feet. *Speech Input:* WE. *Microphones:* WE.

WHDH, Boston—*Location of Transmitter:* Saugus, Mass. *Make:* WE. *Towers:* 2 Blaw-Knox, 170 feet. *Speech Input:* WE. *Microphones:* WE.

WMEX, Boston—*Location of Transmitter:* Chelsea, Mass. *Make:* Eastern Sound. *Tower:* 1 Lehigh, 150 feet. *Speech Input:* RCA, Collins. *Microphones:* RCA.

WNAC, Boston—*Location of Transmitter:* Squantum Mass. *Make:* WE. *Tower:* 1 Blaw-Knox, 420 feet. *Speech Input:* WE. *Microphones:* WE, RCA.

WORL, Boston—*Location of Transmitter:* Great Plain Ave., Needham, Mass. *Make:* Composite. *Tower:* 1 Truscon, 310 feet. *Speech Input:* Composite. *Microphones:* RCA, WE.

WSAR, Fall River—*Location of Transmitter:* South Somerset, Mass. *Make:* WE. *Tower:* One, 280 feet. *Speech Input:* WE. *Microphones:* WE.

WHAI, Greenfield—*Location of Transmitter:* Woodard Rd. *Make:* Collins. *Tower:* 1 Lehigh, 150 feet. *Speech Input:* Composite. *Microphones:* RCA.

WLAW, Lawrence—*Location of Transmitter:* River Rd., Andover, Mass. *Make:* RCA. *Tower:* 1 Lehigh, 300 feet. *Speech Input:* RCA. *Microphones:* RCA, WE.

WLLH, Lowell—*Location of Transmitter:* Syncronized, Lowell and Lawrence. *Make:* Composite *Towers:* 1 Lehigh, 150 feet, 1 Newark Steel and Tube, 150 feet. *Speech Input:* Composite. *Microphones:* WE.

WNBH, New Bedford—*Location of Transmitter:* Fairhaven, Mass. *Make:* Piezo Electric Laboratory. *Tower:* One, 200 feet. *Speech Input:* Composite. *Microphones:* WE, Amperite.

WOCB, Osterville — Construction permit granted.

WBRK, Pittsfield—*Location of Transmitter:* East & Newell Sts. *Make:* WE. *Tower:* One, 170 feet.

WBZA, Springfield—*Location of Transmitter:* E. Springfield. *Make:* Composite. *Towers:* Two, 150 feet. *Speech Input:* Composite. *Microphones:* RCA, WE.

WMAS, Springfield—*Location of Transmitter:* West St. & Pynchon Park. *Make:* WE. *Tower:* 1 Blaw-Knox, 350 feet. *Speech Input:* WE. *Microphones:* WE, RCA.

WSPR, Springfield—*Location of Transmitter:* West Springfield. *Make:* Composite. *Tower:* 1 Truscon, 225 feet. *Speech Input:* RCA. *Microphones:* RCA.

WORC, Worcester—*Location of Transmitter:* Auburn, Mass. *Make:* RCA. *Towers:* Two, 250 feet. *Speech Input:* RCA. *Microphones:* RCA.

WTAG, Worcester—*Location of Transmitter:* Holden, Mass. *Make:* RCA. *Towers:* 3 Blaw-Knox, 375 feet. *Speech Input:* WE. *Microphones:* RCA.

MICHIGAN

WELL, Battle Creek—*Location of Transmitter:* 1 W. Michigan Ave. *Make:* Composite. *Towers:* Two, 90 feet atop 100 foot bldg. *Speech Input:* Composite. *Microphones:* Brush.

WBCM, Bay City—*Location of Transmitter:* Bay City. *Make:* WE. *Towers:* 2 Blaw-Knox, 200 feet. *Speech Input:* WE. *Microphones:* WE.

WHDF, Calumet—*Location of Transmitter:* Laurium, Mich. *Make:* Doolittle & Falknor. *Tower:* 1 Truscon, 179 feet. *Speech Input:* RCA. *Microphones:* WE, Amperite.

CKLW, Detroit (Windsor, Ontario)—*Location of Transmitter:* Sandwich South, Ontario. *Make:* WE. *Tower:* 1 Blaw-Knox, 279 feet. *Speech Input:* Northern. *Microphones:* WE, RCA.

WJBK, Detroit—*Location of Transmitter:* 12,897 Woodward Ave., Highland Park, Mich. *Make:* RCA. *Tower:* One, 140 feet. *Speech Input.* RCA. *Microphones:* RCA.

WJR, Detroit—*Location of Transmitter:* RFD. No. 1, Wyandotte, Mich. *Make:* WE. *Tower:* One, 733 feet. *Speech Input:* WE. *Microphones:* WE, RCA.

WMBC. Detroit—*Location of Transmitter:* 7310 Woodward Ave. *Make:* WE. *Microphones:* WE.

WWJ, Detroit—*Location of Transmitter:* 12,700 8 Mile Rd., Oak Park, Mich. *Make:* WE. *Tower:* 1 Blaw-Knox, 405 feet. *Speech Input:* WE. *Microphones:* WE.

WXYZ, Detroit—*Location of Transmitter:* Maccabees Bldg. *Make:* WE. *Tower:* 1 Truscon, 283 feet, atop 191 foot bldg. *Speech Input:* RCA, composite. *Microphones:* RCA, WE.

WKAR, East Lansing—*Location of Transmitter:* East Lansing. *Make:* Composite. *Tower:* One, 220 feet. *Speech Input:* RCA, WE. *Microphones:* RCA, WE, Amperite.

WFDF, Flint—Data not furnished.

WOOD-WASH, Grand Rapids—*Location of Transmitter:* Route M-50. *Make:* Composite: *Towers:* Two, 90 feet. *Speech Input:* WE, RCA. *Microphones:* RCA.

WJMS, Ironwood—*Location of Transmitter:* U. S. Highway 2 & Douglas Blvd. *Make:* Composite. *Tower:* One, 165 feet. *Speech Input:* Gates. *Microphones:* WE.

WIBM, Jackson—*Location of Transmitter:* 306 W. Michigan Ave. *Make:* Composite. *Tower:* One, 179½ feet. *Speech Input:* RCA. *Microphones:* RCA.

WKZO, Kalamazoo—*Location of Transmitter:* Parchment, Mich. *Make:* WE. *Tower:* 1 Lehigh, 325 feet. *Speech Input:* Collins. *Microphones:* RCA.

WJIM, Lansing—*Location of Transmitter:* City National Bank Bldg. *Make:* RCA. *Tower:* One, 177 feet. *Speech Input:* RCA. *Microphones:* RCA.

WMPC, Lapeer—*Location of Transmitter:* Lapeer. *Make:* Doolittle & Falknor. *Tower:* 1 Blaw-Knox, 154 feet. *Speech Input:* Gates. *Microphones:* Gates, RCA.

WBEO, Marquette—*Location of Transmitter:* 146 W. Washington. *Make:* Gates-American. *Tower:* One, 187 feet. *Speech Input:* Gates. *Microphones:* RCA, Gates, WE.

WKBZ, Muskegon—*Location of Transmitter:* E. Forest & Crescent. *Make:* RCA. *Tower:* 1 Harrell, 210 feet. *Speech Input:* RCA. *Microphones:* RCA.

WHLS, Port Huron—*Location of Transmitter:* 32nd & Lapeer Ave. *Make:* RCA. *Tower:* 1 Lehigh, 204 feet. *Speech Input:* Composite. *Microphones:* RCA.

WEXL, Royal Oak—Data not furnished.

WHAL, Saginaw — Construction permit granted; data not available.

MINNESOTA

KATE, Albert Lea—Data not furnished.

KDAL, Duluth—*Location of Transmitter:* 16th St. & St. Louis Ave. *Make:* Composite. *Tower:* 1 Blaw-Knox, 165 feet. *Speech Input:* Composite. *Microphones:* RCA.

WEBC, Duluth—*Location of Transmitter:* 40th St. & Tower Ave., Superior, Wisc. *Make:* Composite. *Tower:* One, 360 feet. *Speech Input:* Composite, RCA, WE. *Microphones:* RCA, WE.

KGDE, Fergus Falls—*Location of Transmitter:* Fergus Falls. *Make:* Composite. *Towers:* Two, 90 feet. *Speech Input:* Composite. *Microphones:* Amperite, WE, Brush.

WMFG, Hibbing—*Location of Transmitter:* Androy Hotel, *Make:* Composite. *Tower:* 1 American Bridge, 160 feet. *Speech Input:* Composite, RCA. *Microphones:* RCA, WE.

KYSM, Mankato—*Location of Transmitter:* North Mankato. *Make:* RCA. *Tower:* 1 Truscon, 281 feet. *Speech Input:* WE, RCA. *Microphones:* RCA.

KSTP, Minneapolis-St. Paul—*Location of Transmitter:* North Snelling Ave. *Make:* Composite. *Tower:* 1 Ideco, 355 feet. *Speech Input:* Composite. *Microphones:* RCA, WE.

WCCO, Minneapolis-St. Paul—*Location of Transmitter:* RFD No. 3, Anoka, Minn. *Make:* WE. *Towers:* 2 Blaw-Knox, 300 feet. *Speech Input:* RCA, WE. *Microphones:* RCA, WE.

WDGY, Minneapolis-St. Paul—*Location of Transmitter:* Wazata Blvd. & Louisiana Ave. *Make:* WE. *Tower:* 1 Truscon, 228 feet. *Speech Input:* WE. *Microphones:* WE.

WLB, Minneapolis-St. Paul—*Location of Transmitter:* St. Paul. *Make:* RCA. *Tower:* One, 328 feet. *Speech Input:* Collins. *Microphones:* RCA.

WMIN, Minneapolis-St. Paul—*Location of Transmitter:* St. Anthony & Syndicate Sts. *Make:* WE. *Tower:* 1 Blaw-Knox, 199 feet. *Speech Input:* WE. *Microphones:* RCA, WE.

WTCN, Minneapolis-St. Paul—*Location of Transmitter:* Snelling Road B. *Make:* WE. *Tower:* 1 Blaw-Knox, 329 feet. *Speech Input:* RCA. *Microphones:* RCA.

KVOX, Moorhead—*Location of Transmitter:* 14th St. & 12th Ave., Moorhead. *Make:* WE. *Tower:* 1 Blaw-Knox, 179 feet. *Speech Input:* WE. *Microphones:* RCA.

WCAL, Northfield—*Location of Transmitter:* Northfield. *Make:* Composite. *Tower:* 1 Ideco, 330 feet. *Speech Input:* Composite. *Microphones:* RCA.

KROC, Rochester—*Location of Transmitter:* Rochester. *Make:* RCA. *Tower:* One, 175 feet. *Speech Input:* Western Radio. *Microphones:* RCA.

KFAM, St. Cloud—*Location of Transmitter:* St. Cloud. *Make:* RCA. *Tower:* 1 Truscon, 179 feet. *Speech Input:* RCA. *Microphones:* RCA.

WHLB. Virginia—*Make:* Composite. *Tower:* One, 160 feet. *Speech Input:* Composite. *Microphones:* RCA, WE.

KWNO, Winona—*Location of Transmitter:* 831 W. Sarnia, Winona. *Make:* WE. *Tower:* 1 Blaw-Knox, 199 feet. *Speech Input:* WE. *Microphones:* WE.

MISSISSIPPI

WGRM, Grenada—*Location of Transmitter:* Fair Grounds. *Make:* Composite. *Tower:* One, 203 feet. *Speech Input:* Composite. *Microphones:* Brush, Shure, Transducer.

WGCM, Gulfport—*Location of Transmitter:* Mississippi City, Miss. *Make:* Composite. *Towers:* Two, 105 feet. *Speech Input:* Gates. *Microphones:* WE.

WFOR, Hattiesburg—*Location of Transmitter:* W. 7th St. *Make:* Composite. *Tower:* One, 188 feet. *Speech Input:* Composite. *Microphones:* Shure.

WJDX, Jackson—*Location of Transmitter:* U. S. Highway No. 51. *Make:* RCA. *Tower.* 1 Truscon, 322 feet. *Speech Input:* RCA. *Microphones:* RCA.

WSLI, Jackson—*Location of Transmitter:* High at Laison St. *Make:* RCA. *Tower:* 1 Lehigh, 175 feet. *Speech Input:* WE. *Microphones:* RCA.

WAML, Laurel—*Location of Transmitter:* New Fairgrounds. *Make:* RCA. *Tower:* One, 187 feet. *Speech Input:* RCA, *Microphones:* RCA.

WCOC, Meridian—*Location of Transmitter:* Meridian. *Make:* Composite. *Tower:* One Truscon, 288 ft. *Speech Input:* WE. *Microphones:* WE.

WQBC, Vicksburg—Data not furnished.

MISSOURI

KFVS, Cape Girardeau—*Location of Transmitter:* Cape Girardeau. *Make:* Composite. *Tower:* 1 Blaw-Knox, 254 feet. *Speech Input:* Composite. *Microphones:* WE, Turner.

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(*Continued from page 335*)

KFRU, Columbia—*Location of Transmitter:* College & Broadway *Make:* WE. *Towers:* Two, 165 feet. *Speech Input:* WE. *Microphones:* WE, Amperite

KWOS, Jefferson City—*Location of Transmitter:* St. Mary's Blvd. *Make:* Collins. *Tower:* 1 Blaw-Knox, 204 feet. *Speech Input:* Collins. *Microphones:* WE.

WMBH, Joplin—*Location of Transmitter:* Garden Park, Joplin. *Make:* WE. *Tower:* 1 Blaw-Knox, 199 feet. *Speech Input:* WE. *Microphones:* WE.

KCMO, Kansas City—*Location of Transmitter,* Kansas City. *Make:* Composite. *Tower:* 1 Blaw-Knox, 179 feet. *Speech Input:* Composite. *Microphones:* RCA, WE.

KITE, Kansas City—*Location of Transmitter:* 86th Terrace & Summit Ave. *Make:* RCA. *Tower:* 1 Blaw-Knox, 155 feet. *Speech Input:* RCA. *Microphones:* RCA.

KMBC, Kansas City—*Location of Transmitter:* 50th & Belinder Rd. *Make:* WE. *Tower:* 1 Blaw-Knox, 256 feet. *Speech Input:* WE. *Microphones:* WE, RCA.

WDAF, Kansas City—*Location of Transmitter:* Mission Rd. & Somerset Drive, Johnson County, Kans. *Make:* WE. *Tower:* 1 Blaw-Knox, 420 feet. *Speech Input:* WE. *Microphones:* WE.

WHB, Kansas City—*Location of Transmitter:* North Kansas City. *Make:* WE. *Tower:* 1 Havens. *Speech Input:* WE. *Microphones:* WE.

KWOC, Poplar Bluff—*Location of Transmitter:* Poplar Bluff. *Make:* Composite. *Tower:* 1 Lehigh, 185 feet. *Speech Input:* Composite. *Microphones:* Brush, Amperite.

KFEQ, St. Joseph—*Location of Transmitter:* Southeast of St. Joseph. *Make:* Composite. *Tower:* 1 Truscon, 330 feet. *Speech Input:* RCA. *Microphones:* RCA.

KFUO, St. Louis—*Location of Transmitter:* 801 DeMun *Make:* WE. *Tower:* 1 U. S. Wind Engine, 200 feet. *Speech Input:* RCA, WE. *Microphones:* Amperite, WE.

KMOX, St. Louis—*Location of Transmitter:* Baumgartner & LeMay Ferry Rd. *Make:* WE. *Towers:* 2 U. S. Wind Engine, 300 feet. *Speech Input:* RCA, WE. *Microphones:* RCA, WE.

KSD, St. Louis—*Location of Transmitter:* 12 and Olive St., St. Louis *Make:* RCA. *Towers:* Two, 100 feet, one 150 feet. *Speech Input:* RCA. *Microphones:* RCA, WE.

KWK, St. Louis—*Location of Transmitter:* 500 E. Logan St., St. Louis. *Make:* WE. *Tower:* 1 Blaw-Knox, 400 feet. *Speech Input:* WE. *Microphones:* RCA, WE.

KXOK, St. Louis—*Location of Transmitter:* Venice, Ill. *Make:* RCA. *Towers:* 2 Truscon, 180 feet. *Speech Input:* RCA. *Microphones:* RCA.

WEW, St. Louis—*Location of Transmitter:* 3642 Lindell Blvd. *Make:* RCA. *Towers:* Two, 180 feet. *Speech Input:* RCA. *Microphones:* RCA.

WIL, St. Louis—*Location of Transmitter:* Milbourne Hotel. *Make:* WE. *Tower:* 1 Blaw-Knox, 189 feet atop 155 foot bldg. *Speech Input:* Collins, WE. *Microphones:* WE, RCA.

WTMV, St. Louis—*Location of Transmitter:* Hotel Broadview, E. St. Louis, Ill. *Make:* RCA. *Tower:* 1 Truscon, 154 feet. *Speech Input:* WE. *Microphones:* WE.

KGBX, Springfield—Data not furnished.

KWTO, Springfield—*Location of Transmitter:* 508 St. Louis St. *Make:* Composite. *Tower:* 1 Blaw-Knox, 436 feet. *Speech Input:* Composite. *Microphones:* Brush, Collins, RCA, WE.

MONTANA

KGHL, Billings—*Location of Transmitter:* 6 miles west of Billings. *Make:* RCA. *Tower:* 1 Truscon, 558½ feet. *Speech Input:* RCA. *Microphones:* RCA.

KRBM, Bozeman — Construction permit granted.

KGIR, Butte—*Location of Transmitter:* Butte. *Make:* Hilliard. *Speech Input:* RCA. *Microphones:* RCA.

KFBB, Great Falls—*Location of Transmitter:* Great Falls. *Make:* WE. *Tower:* 1 Blaw-Knox, 420 feet. *Speech Input:* WE. *Microphones:* Brush.

KPFA, Helena—*Location of Transmitter:* Helena. *Make:* RCA. *Tower:* 1 Truscon, 164 feet. *Speech Input:* RCA. *Microphones:* RCA.

KGEZ, Kalispell—*Location of Transmitter:* Kalispell. *Make:* Composite. *Tower:* 1 Carnegie, 250 feet 2 in. *Speech Input:* Composite. *Microphones:* Shure, Astatic.

KGVO, Missoula—*Location of Transmitter:* Missoula. *Make:* WE. *Tower:* 1 Truscon, 220 feet. *Speech Input:* WE. *Microphones:* WE.

KGCX, Wolf Point—*Make:* RCA. *Speech Input:* Radio Labs. *Microphones:* RCA, Amperite, Astatic.

NEBRASKA

KMMJ, Clay Center, CP Grand Island—*Location of Transmitter:* Clay Center, CP 1 1/3 miles E. Phillips, Nebr. *Make:* Collins. *Towers:* Two, 150 feet.

KGFW, Kearney—*Location of Transmitter:* S. Central Ave. *Make:* Collins: *Tower:* One, 187½ feet. *Speech Input:* RCA. *Microphones:* RCA.

KFAB, Lincoln—*Location of Transmitter:* 17th and Holdrege. *Make:* Composite. *Towers:* Two, 150 feet. *Speech Input:* RCA. *Microphones:* RCA, WE.

KFOR, Lincoln—*Location of Transmitter:* 4706 S. 48th St. *Make:* Composite. *Towers:* Two, 80 feet. *Speech Input:* RCA. *Microphones:* RCA, WE.

WJAG, Norfolk—Data not furnished.

KGNF, North Platte—*Location of Transmitter:* 1521 W. 12th St. *Make:* Composite. *Tower:* 1 Blaw-Knox, 190 feet. *Speech Input:* Composite. *Microphones:* Astatic.

KOIL, Omaha—*Location of Transmitter:* Council Bluffs, Iowa. *Make:* RCA. *Tower:* 1 Truscon, 310 feet. *Speech Input:* RCA. *Microphones:* WE, RCA.

WAAW, Omaha—*Location of Transmitter:* Route No. 2, Florence Station, Omaha. *Make:* Composite. *Towers:* 2 Blaw-Knox, 200 feet. *Speech Input:* WE. *Microphones:* RCA, WE.

WOW, Omaha—*Location of Transmitter:* 56th & Kansas Ave. *Make:* WE. *Tower:* 1 Blaw-Knox, 485 feet. *Speech Input:* WE. *Microphones:* WE, RCA.

KGKY, Scottsbluff—*Location of Transmitter:* South Broadway. *Make:* Composite. *Tower:* One, 150 feet. *Speech Input:* Composite. *Microphones:* RCA, Brush, American, Electro-Voice.

NEVADA

KOH, Reno—*Location of Transmitter:* 440 N. Virginia Ave. *Make* Composite. *Towers:* Two, 150 feet. *Speech Input:* Composite. *Microphones:* RCA.

NEW HAMPSHIRE

WLNH, Laconia—*Location of Transmitter:* Morrill St. *Make:* Composite. *Tower:* One, 174 ft. *Microphones:* WE, RCA.

WFEA, Manchester—*Location of Transmitter:* Merrimack, N. H. *Make:* WE. *Towers:* 1 Blaw-Knox, 350 feet, one 175 feet. *Speech Input:* WE. *Microphones:* WE.

WHEB, Portsmouth—*Location of Transmitter:* Newington, N. H. *Make:* Deforest. *Towers:* Two, 165 feet. *Speech Input:* Composite. *Microphones:* WE, Brush, Amperite, Electro-Voice, Universal.

NEW JERSEY

WCAP, Asbury Park—*Location of Transmitter:* Whitesville, N. J. *Make:* WE. *Tower:* One, 174 feet. *Speech Input:* WE. *Microphones:* WE.

WPG, Atlantic City—*Location of Transmitter:* Municipal Airport. *Make:* WE. *Towers:* Two, 165 feet. *Speech Input:* WE. *Microphones:* WE, RCA.

WSNJ, Bridgeton—*Location of Transmitter:* Bridgeton. *Make:* RCA. *Tower* 1 Lehigh, 180 feet. *Speech Input:* Composite. *Microphones:* RCA.

WCAM, Camden—*Location of Transmitter:* Civic Center. *Make:* WE. *Towers:* 2 Blaw-Knox, 125 feet. *Speech Input:* WE. *Microphones:* WE, RCA, Amperite.

WAAT, Jersey City—*Location of Transmitter:* 26 Journal Square. *Make:* Composite. *Speech Input:* Composite. *Microphones:* Brush, GE.

WHOM, Jersey City—*Location of Transmitter:* Jersey City. *Make:* RCA. *Tower:* 1 Lehigh, 387 feet. *Speech Input:* RCA. *Microphones:* WE.

WHBI, Newark—*Location of Transmitter:* Newark. *Make:* WE. *Towers:* Two, 75 ft. *Speech Input:* RCA. *Microphones:* RCA, WE.

WOR, Newark—(See New York City)

WBRB, Red Bank—*Location of Transmitter:* 63 Broad St. *Make:* Composite. *Speech Input:* Composite. *Microphones:* WE.

WTNJ, Trenton—*Location of Transmitter:* Morrisville, Pa. *Make:* WE. *Tower:* One, 220 ft. *Speech Input:* WE. *Microphones:* WE.

WAWZ, Zaraphath—*Location of Transmitter:* Zaraphath. *Make:* Composite. *Towers:* Two Blaw-Knox, 300 feet, 188 feet. *Speech Input:* Composite. *Microphones:* WE.

NEW MEXICO

KGGM, Albuquerque—*Location of Transmitter:* Albuquerque. *Make:* Collins. *Tower:* 1 Blaw-Knox, 235 feet. *Speech Input:* WE. *Microphones:* WE, RCA.

KOB, Albuquerque—*Location of Transmitter:* Alameda. *Make:* RCA. *Towers:* 2 Blaw-Knox, 200 feet. *Speech Input:* Remler. *Microphones:* RCA.

KLAH, Carlsbad—*Location of Transmitter:* Carlsbad. *Make:* RCA. *Tower:* One, 183 feet. *Speech Input:* RCA. *Microphones:* RCA.

KICA, Clovis—*Location of Transmitter:* 10th at Hillcrest Park. *Make:* Composite *Tower:* 1 Truscon, 179 feet, *Speech Input:* Gates. *Microphones:* RCA.

KAWM, Gallup—*Location of Transmitter:* 1100 E. Aztec Ave. *Make:* Composite. *Tower:* 1 Wincharger, 145 feet. *Speech Input:* Composite. *Microphones:* Shure, American, Electro-Voice.

KWEW, Hobbs—*Location of Transmitter:* Hobbs. *Make:* RCA. *Tower:* One, 167 feet. *Speech Input:* RCA. *Microphones:* WE.

KGFL, Roswell—*Location of Transmitter:* 511 W. 16th St. *Make:* Composite. *Tower:* One, 187 feet. *Speech Input:* RCA. *Microphones:* RCA.

KRQA, Santa Fe—*Location of Transmitter:* Santa Fe. *Make:* Composite. *Tower:* One, 65 feet. *Speech Input:* Composite.

NEW YORK

WABY, Albany—*Location of Transmitter:* Baintree & Newton Sts., Colonie, N. Y. *Make:* Collins. *Tower:* 1 Blaw-Knox, 184 feet. *Speech Input:* Collins. *Microphones:* RCA.

WOKO, Albany—*Location of Transmitter:* Central Ave. & Tremont St. *Make:* Collins. *Tower:* 1 Truscon, 178 feet. *Speech Input:* Collins. *Microphones:* RCA.

WMBO, Auburn—*Location of Transmitter:* York & Division St. *Make:* RCA. *Tower:* One, 204 feet. *Speech Input:* RCA. *Microphones:* RCA.

WNBF, Binghamton—*Location of Transmitter:* Cleveland & Stokes. *Make:* Composite. *Tower:* 1 Truscon, 229 feet. *Speech Input:* WE, RCA. *Microphones:* WE, RCA.

WARD, Brooklyn—*Location of Transmitter:* Long Island City, N. Y. *Make:* Composite. *Tower:* One, 185 feet. *Speech Input:* Composite. *Microphones:* WE.

WBBC, Brooklyn—*Location of Transmitter:* Ave. X & E. 70th St. *Make:* Composite. *Towers:* Two, 100 feet. *Speech Input:* WE. *Microphones:* WE, RCA, Gates.

WBBR, Brooklyn—*Location of Transmitter:* 1111 Woodrow Rd., Staten Island, N. Y. Data not furnished.

WCNW, Brooklyn—*Location of Transmitter:* 180 Morgan Ave. *Make:* WE. *Tower:* 1 Lehigh, 180 feet. *Speech Input:* WE. *Microphones:* WE.

WLTH, Brooklyn—*Make:* Composite. *Towers:* One, 160 feet. *Speech Input:* WE. *Microphones:* WE.

WVFW, Brooklyn—*Location of Transmitter:* East Flatbush. *Make:* RCA. *Tower:* 1 Lehigh, 177 feet. *Speech Input:* RCA, WE. *Microphones:* RCA, WE.

WBEN, Buffalo—*Location of Transmitter:* RFD 2, Martinsville, N. Y. *Make:* RCA. *Tower:* 1 Blaw-Knox, 410 feet. *Speech Input:* RCA. *Microphones:* RCA.

WBNY, Buffalo—*Location of Transmitter:* 154 E. Eagle St. *Make:* RCA. *Tower:* 1 Blaw-Knox, 179 feet. *Speech Input:* RCA. *Microphones:* RCA.

WEBR, Buffalo—*Location of Transmitter:* Seneca & Van Rensellaer Sts. *Make:* RCA. *Tower:* 1 Blaw-Knox, 304 feet. *Speech Input:* RCA. *Microphones:* RCA.

WGR, Buffalo—*Location of Transmitter:* Amherst, N. Y. *Make:* RCA. *Tower:* 1 Truscon, 400 feet. *Speech Input:* Composite. *Microphones:* RCA, WE.

WKBW, Buffalo—*Location of Transmitter:* Amherst, N. Y. *Make:* WE. *Tower:* 1 Truscon, 400 feet. *Speech Input:* Composite. *Microphones:* RCA, WE.

WSVS, Buffalo—Data not furnished.

WCAD, Canton—*Location of Transmitter:* Canton. *Make:* G. E. *Towers:* One, 50 feet, one, 112 feet. *Speech Input:* RCA. *Microphones:* RCA.

WENY, Elmira — Construction permit granted.

WESG, Elmira—*Location of Transmitter:* Forrest Home, N. Y. *Make:* G. E. *Towers:* Two, 180 feet. *Speech Input:* RCA.

WGBB, Freeport—*Location of Transmitter:* 215 Bedell St. *Make:* Composite. *Towers:* Two, 100 feet. *Speech Input:* RCA. *Microphones:* RCA.

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WJTN, Jamestown—*Location of Transmitter:* Hallock St., at Jones, Jamestown. *Make:* WE. *Tower:* 1 wood mast, 196 feet. *Speech Input:* UTC, WE. *Microphones:* RCA, WE.

WGNY, Newburgh—*Location of Transmitter:* Cochecton Turnpike. *Make:* RCA. *Tower:* 1 Lehigh, 204 feet. *Speech Input:* RCA. *Microphones:* RCA.

WABC, New York—*Location of Transmitter:* Wayne Township, N. J. *Make:* WE. *Tower:* 1 Blaw-Knox, 550 feet. *Speech Input:* WE, RCA. *Microphones:* WE, RCA.

WBIL, New York—*Location of Transmitter:* Belleville Turnpike, Kearny, N. J. *Make:* WE. *Towers:* Two, 225 feet. *Speech Input:* Composite. *Microphones:* RCA, WE.

WBNX, New York—*Location of Transmitter:* 138 Pine St., Cliffside Park. N. Y. *Make:* Allied Research Labs. *Towers:* 2, 225 feet. *Speech Input:* Allied Research Labs. *Microphones:* WE.

WEAF, New York—*Location of Transmitter:* Bellmore, L. I., N. Y. *Make:* RCA. *Towers:* Two, 300 feet. *Speech Input:* RCA. *Microphones:* RCA.

WEVD. New York—*Location of Transmitter* 1335 Grant St., Brooklyn, N. Y. *Make:* RCA. *Tower:* American Mast & Spar, 225 feet. *Speech Input:* RCA. *Microphones:* RCA.

WHN, New York—*Location of Transmitter:* 20th Ave. & 31st St., Astoria, L. I. *Make:* WE. *Tower:* 1 Blaw-Knox, 254 ft. *Speech Input:* WE, Composite. *Microphones:* WE.

WINS, New York—*Location of Transmitter:* Carlstadt, N. J. *Make:* WE. *Towers:* Two Toucks-Millicon, 302 ft. *Speech Input:* WE. *Microphones:* WE.

WJZ. New York—*Location of Transmitter:* 1 River Rd., Bound Brook, N. J. *Make:* RCA. *Towers:* One Lehigh, 640 ft. One Millikan, 250 feet. *Speech Input:* RCA. *Microphones:* RCA.

WMCA, New York—*Location of Transmitter:* College Point, L. I. N. Y. *Make:* Composite. *Towers:* Two Lehigh, 300 feet. *Speech Input:* RCA. *Microphones:* RCA.

WNEW, New York—*Location of Transmitter:* 277½ Paterson Plank Rd., Carlstadt, N. J. *Make:* WE. *Tower:* One Blaw-Knox, 424 feet. *Speech Input:* WE. RCA. *Microphones:* WE, RCA.

WNYC, New York—*Location of Transmitter:* 10 Kent St., Brooklyn, N. Y. *Make:* WE. *Towers:* Two American Bridge. 304 feet. *Speech Input.* RCA. *Microphones:* WE.

WOR, New York—*Location of Transmitter:* Carteret, N. J. *Make:* WE. *Towers:* Two Millikan, 385 feet. *Speech Input:* WE. *Microphones:* WE.

WOV, New York—*Location of Transmitter:* Roosevelt Ave., Secaucus, N. J. *Make:* WE. *Towers:* Two, 100 feet. *Speech Input:* Composite. *Microphones:* RCA, WE.

WQXR, New York — *Location of Transmitter:* 3104 Northern Blvd., Long Island, N. Y. *Make:* Composite. *Tower:* One Newark Pole & Tube, 148 feet. *Speech Input:* Composite. *Microphones:* RCA, WE, Brush.

WHDL, Olean—*Location of Transmitter:* Allegany, N. Y. *Make:* WE. *Tower:* One Truscon, 300 feet. *Speech Input:* Collins. *Microphones:* WE, RCA.

WMFF, Plattsburg—*Location of Transmitter:* Boynton Ave. *Make:* Collins. *Tower:* One U. S. Wind Engine, 180 feet. *Speech Input:* Collins. *Microphones:* RCA, WE.

WHAM, Rochester—*Location of Transmitter:* Victor, N. Y. *Make:* WE. *Tower:* One Blaw-Knox, 450 feet. *Speech Input:* WE. *Microphones:* WE.

WHEC, Rochester—*Location of Transmitter:* 979 Mt. Read Blvd., Cold Water, N. Y. *Make:* RCA. *Tower:* One Blaw-Knox, 329 feet. *Speech Input,* RCA. *Microphones:* RCA, WE.

WSAY, Rochester—*Location of Transmitter:* Taylor Bldg. *Tower:* One, 185 feet.

WNBZ, Saranac Lake—*Location of Transmitter:* 70 Broadway. *Make:* RCA. *Speech Input:* Collins. *Microphones:* WE.

WGY, Schenectady—*Location of Transmitter:* South Schenectady. *Make:* GE. *Tower:* One American Bridge, 625 feet. *Speech Input:* GE. *Microphones:* RCA.

WFBL, Syracuse—*Location of Transmitter:* Near Collamer, N. Y. *Make:* WE. *Tower:* One Blaw-Knox, 403 feet. *Speech Input:* WE. *Microphones:* WE.

WSYR - WSYU, Syracuse — *Location of Transmitter:* Valley Drive. *Make:* RCA. *Towers:* Two Ideco, 325 feet. *Speech Input:* RCA. *Microphones:* RCA.

WHAZ, Troy—*Location of Transmitter:* 110 8th St. *Make:* Composite. *Towers:* Two, 80 feet. *Speech Input:* Composite. *Microphones:* RCA.

WTRY, Troy—*Location of Transmitter:* Bright's Corners, 3½ miles from Troy, N. Y. *Make:* RCA. *Tower:* One Lingo, 256 ft.

WIBX, Utica—Data not furnished.

WFAS, White Plains—*Location of Transmitter:* 1 Chester Ave. *Make:* Powell. Tower: One Lehigh, 190 ft. *Speech Input:* Powell. *Microphones:* RCA, Brush.

NORTH CAROLINA

WWNC, Asheville—*Location of Transmitter:* Battery Park Place. *Make:* RCA. *Towers:* Two, 100 feet. *Speech Input:* RCA. *Microphones:* RCA, WE.

WBT, Charlotte—*Location of Transmitter:* Charlotte. *Make:* RCA. *Tower:* One Blaw-Knox, 429 feet. *Speech Input:* RCA. *Microphones:* RCA.

WSOC, Charlotte—*Location of Transmitter:* Micklenburg Hotel. *Make:* Composite. *Tower:* Two, 50 feet, from roof of hotel. *Speech Input:* RCA, Gates. *Microphones:* RCA.

WDNC, Durham—*Location of Transmitter:* Durham. *Make:* WE. *Tower:* One Blaw-Knox, 250 feet. *Speech Input:* WE. *Microphones:* WE. RCA.

WFNC, Fayetteville—Construction permit granted; data not available.

WGNC, Gastonia—*Location of Transmitter:* Gastonia. *Make:* Collins. *Tower:* One, 200 feet. *Speech Input:* Collins. *Microphones:* RCA.

WBIG, Greensboro—*Location of Transmitter:* Jefferson Standard Bldg. *Make:* Composite. *Tower:* One Blaw-Knox, 165 ft. *Speech Input:* WE. *Microphones:* WE.

WMFR, High Point—*Location of Transmitter:* 156½ S. Main St. *Make:* RCA. *Tower:* One Lehigh, 150 feet. *Speech Input:* WE. *Microphones:* Amperite.

WFTC, Kinston—*Location of Transmitter:* Kinston. *Make:* Collins. *Tower:* One Hoke, 205 feet. *Speech Input:* Collins: *Microphones:* RCA.

WPTF, Raleigh — *Location of Transmitter:* Cary, N. C. *Make:* RCA. *Towers:* Two Ideco, 380 feet. *Speech Input:* RCA. *Microphones:* RCA.

WRAL, Raleigh — Construction permit granted; data not available.

WEED, Rocky Mount—*Location of Transmitter:* Rocky Mount. *Make:* Composite. *Tower:* One Hoke, 198 feet. *Speech Input:* WE. *Microphones:* WE.

WSTP, Salisbury—*Location of Transmitter:* Salisbury. *Make:* WE. *Tower:* One Blaw-Knox, 350 ft. *Speech Input:* WE. *Microphones:* WE.

WMFD, Wilmington—*Location of Transmitter:* 320 N. Front St. *Make:* Doolittle & Falknor. *Towers:* Two, 110 feet. *Speech Input:* Composite. *Microphones:* Amperite.

WGTM, Wilson—*Location of Transmitter:* South of Wilson. *Make:* Composite. *Tower:* One, 172 feet. *Speech Input:* Gates. *Microphones:* RCA.

WAIR, Winston-Salem—*Location of Transmitter:* Reynolds Park. *Make:* WE. *Tower:* One Lehigh, 180 feet. *Speech Input:* WE. *Microphones:* WE.

WSJS, Winston-Salem—*Location of Transmitter:* Winston-Salem. *Make:* RCA. *Tower:* One Lehigh, 375 feet. *Speech Input:* RCA. *Microphones:* RCA, WE.

NORTH DAKOTA

KFYR, Bismarck—*Location of Transmitter:* Menoken, N. D. *Make:* RCA. *Tower:* One Truscon, 704 feet. *Speech Input:* RCA. *Microphones:* RCA.

KDLR, Devils Lake—*Make:* WE. *Tower:* One Blaw-Knox, 199 feet. *Speech Input:* WE, Collins. *Microphones:* RCA, WE.

WDAY, Fargo—*Location of Transmitter:* RFD 2, Fargo. *Make:* Composite. *Towers:* Two Blaw-Knox, 128 feet, *Speech Input:* Composite. *Microphones:* RCA, WE.

KFJM, Grand Forks—Data not furnished.

KRMC, Jamestown—*Location of Transmitter:* Jamestown. *Make:* WE. *Tower:* One Blaw-Knox, 189 feet. *Speech Input:* WE. *Microphones:* WE.

KGCU, Mandan—Data not furnished.

KLPM, Minot—*Location of Transmitter:* Near Minot. *Make:* Collins. *Tower:* One Lehigh, 180 ft. *Speech Input:* Composite. *Microphones:* RCA, Amperite.

KOVC, Valley City—*Location of Transmitter:* Rudolph Hotel. *Make:* Collins. *Tower:* One Harrel, 165 feet. *Speech Input:* Collins. *Microphones:* Brush.

OHIO

WADC, Akron—*Location of Transmitter:* Tallmadge, O. *Make:* WE. *Tower:* One Truscon, 360 feet. *Speech Input:* WE. *Microphones:* WE, RCA.

WJW, Akron—*Location of Transmitter:* 41 S. High St. *Make:* Composite. *Towers:* Two U. S. Wind Engines, 110 ft. *Speech Input:* Composite. *Microphones:* WE.

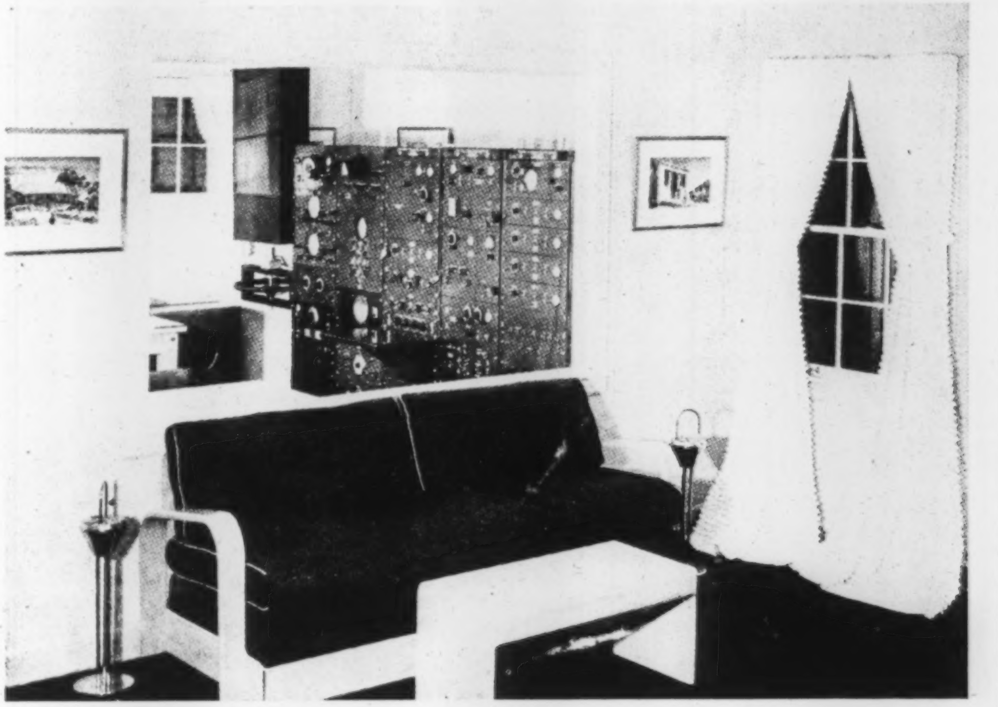
WICA, Ashtabula—*Location of Transmitter:* Ashtabula. *Make:* WE. *Tower:* One Truscon, 280 feet. *Speech Input:* RCA. *Microphones:* RCA, WE.

WHBC, Canton—Data not furnished.

WCKY, Cincinnati—*Location of Transmitter:* Ludlow, Ky. *Make:* RCA. *Tower:* One Blaw-Knox, 350 feet. *Speech Input:* RCA. *Microphones:* RCA, WE.

WCPO, Cincinnati—*Location of Transmitter:* 659 E. 6th St. *Make:* RCA. *Tower:* One Ideco. *Speech Input:* RCA. *Microphones:* RCA.

WKRC, Cincinnati—*Location of Transmitter:* Hotel Alms. *Make:* WE. *Towers:* Two Blaw-Knox, 150 feet. *Speech Input:* RCA, WE. *Microphones:* WE, RCA.



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(*Continued from page 337*)

WLW, Cincinnati—*Location of Transmitter:* Southwest of Mason, O. *Make:* Composite-RCA, WE, Crosley. *Towers:* One Blaw-Knox, 831 feet, Two Truscon, 325 feet. *Speech Input:* Crosley. *Microphones:* Crosley, WE, RCA.

WSAI, Cincinnati—*Location of Transmitter:* Warner & Chickasaw Sts. *Make:* We. *Tower:* One Truscon, 225 feet. *Speech Input:* Crosley. *Microphones:* Crosley, WE, RCA.

WCLE, Cleveland—*Location of Transmitter:* Seven Hills, Ohio. *Make:* WE. *Tower:* One, 300 ft. *Speech Input:* WE. *Microphones:* WE.

WGAR, Cleveland—*Location of Transmitter:* 1000 Harvard Ave., Cuyahoga Heights Village, O. *Make:* RCA. *Towers:* Two Truscon, one 384 feet, one 170 feet. *Speech Input:* RCA, WE. *Microphones:* RCA, WE.

WHK, Cleveland—*Location of Transmitter:* Seven Hills, Ohio. *Make:* WE. *Tower:* One, 300 feet. *Speech Input:* WE. *Microphones:* WE, RCA.

WTAM, Cleveland—*Location of Transmitter:* Brecksville, Ohio. *Make:* RCA. *Tower:* One Truscon, 470 feet. *Speech Input:* RCA. *Microphones:* RCA.

WBNS, Columbus—Data not furnished.

WCOL, Columbus—*Location of Transmitter:* 33 N. High St. *Make:* Collins. *Tower:* One Blaw-Knox, 187 feet. *Speech Input:* WE. *Microphones:* WE.

WHKC, Columbus—*Location of Transmitter:* Sharon Rd. *Make:* WE. *Towers:* Two, 147 feet. *Speech Input:* WE. *Microphones:* WE.

WOSU, Columbus—*Location of Transmitter:* Columbus. *Make:* WE. *Tower:* One Lehigh, 330 feet. *Speech Input:* RCA. *Microphones:* RCA, WE.

WHIO, Dayton—*Location of Transmitter:* Virginia Drive. *Make:* RCA. *Towers:* Two Ideco, 296 feet. *Speech Input:* RCA. *Microphones:* RCA.

WSMK, Dayton—Data not furnished.

WBLY, Lima—Data not furnished.

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WPAY, Portsmouth—*Location of Transmitter:* 821 Chillicothe St. *Make:* Composite. *Towers:* Two, 95 feet. *Speech Input:* Composite. *Microphones:* Shure.

WSPD, Toledo—*Location of Transmitter:* Perrysburg, O. *Make:* WE. *Tower:* One Blaw-Knox, 214 feet. *Speech Input:* WE. *Microphones:* WE, RCA.

WTOL, Toledo—*Location of Transmitter:* Bell Bldg. *Make:* WE. *Tower:* One Blaw-Knox, 204 feet. *Speech Input:* WE. *Microphones:* WE.

WFMJ, Youngstown—*Location of Transmitter:* Bush Blvd. & E. Laclede Ave. Construction permit granted.

WKBN, Youngstown—*Location of Transmitter:* 3430 Sunset Blvd. *Make:* Composite. *Tower:* One, 354 feet. *Speech Input:* RCA. *Microphones:* RCA.

WALR, Zanesville—*Location of Transmitter:* Zanesville. *Make:* RCA. *Speech Input:* RCA. *Microphones:* WE.

OKLAHOMA

KADA, Ada—*Location of Transmitter:* N. Broadway. *Make:* Collins. *Tower:* One Lehigh, 180 feet. *Speech Input:* Collins. *Microphones:* RCA, Gates.

KVSO, Ardmore—*Location of Transmitter:* Ardmore. *Make:* RCA. *Tower:* One Lehigh, 184 feet. *Speech Input:* RCA. *Microphones:* RCA.

KASA, Elk City—*Location of Transmitter:* Elk City. *Make:* WE. *Towers:* Two, 55 feet. *Speech Input:* Composite. *Microphones:* Astatic, Amperite.

KCRC, Enid—*Location of Transmitter:* Willow & Kennedy. *Make:* Composite. *Tower:* One Blaw-Knox, 179 feet. *Speech Input:* WE. *Microphones:* WE, RCA.

KBIX, Muskogee—*Make:* WE. *Tower:* One Blaw-Knox, 179 feet. *Speech Input:* WE. *Microphones:* WE.

WNAD, Norman—*Location of Transmitter:* Engineering Bldg. *Make:* Composite. *Tower:* One, 100 feet. *Speech Input:* WE. *Microphones:* RCA, WE.

KOCY, Oklahoma City—*Location of Transmitter:* Plaza Court. *Make:* Collins. *Tower:* One Truscon, 172 feet. *Speech Input:* Collins. *Microphones:* RCA.

KOMA, Oklahoma City — *Location of Transmitter:* Oklahoma City. *Make:* WE. *Towers:* Two Ideco, 195 feet. *Speech Input:* WE. *Microphones:* WE.

KTOK, Oklahoma City—*Make of Transmitter:* RCA. *Tower:* One Lehigh, 210 feet. *Speech Input:* RCA. *Microphones:* WE.

WKY, Oklahoma City—*Location of Transmitter:* West of Oklahoma City. *Make:* RCA. *Tower:* One Truscon, 285 feet. *Speech Input:* RCA. *Microphones:* RCA.

KHBG, Okmulgee—*Location of Transmitter:* 20th & Okmulgee Sts. *Make:* RCA. *Tower:* One Blaw-Knox, 204 feet. *Microphones:* RCA, WE.

WBBZ, Ponca City—Data not furnished.

KGFF, Shawnee—*Location of Transmitter:* Shawnee Country Club. *Make:* Collins. *Tower:* One Lehigh, 285 feet. *Speech Input,* Collins. *Microphones:* Shure, Turner.

KOME, Tulsa—*Location of Transmitter:* 3904 S. Newport. *Make:* WE. *Tower:* One Blaw-Knox, 214 feet. *Speech Input:* WE. *Microphones:* WE.

KTUL, Tulsa—*Location of Transmitter:* E. of Turley, Okla. *Make:* WE. *Towers:* Two Truscon, 220 feet. *Speech Input:* WE. *Microphones:* WE.

KVOO, Tulsa — *Location of Transmitter:* Tulsa. *Make:* WE. *Tower:* One Blaw-Knox, 225 feet. *Speech Input:* WE. *Microphones:* WE.

OREGON

KAST, Astoria—*Location of Transmitter:* 611 Commercial St. *Make:* Composite. *Towers:* Two, 55 ft., atop 8 story bldg. *Speech Input:* Composite. *Microphones:* Brush, American, Radio Receptor, Shure.

KBRK, Baker—Construction permit granted; data not available.

KBND, Bend — *Location of Transmitter:* 1121 Wall St. *Make:* RCA. *Tower:* One Lehigh, 175 feet. *Speech Input:* RCA. *Microphones:* RCA.

KOAC, Corvallis—*Location of Transmitter:* Corvallis. *Make:* WE. *Towers:* Two, 120 feet. *Speech Input:* WE, RCA. *Microphones:* WE, RCA.

KORE, Eugene—*Location of Transmitter:* Route 3, Eugene, Ore. *Make:* Composite. *Tower:* One Blaw-Knox, 183 feet. *Speech Input:* Composite. *Microphones:* RCA, Astatic.

KFJI, Klamath Falls—*Location of Transmitter:* 213 Main St. *Make:* Composite. *Tower:* One, 150 feet. *Speech Input:* Composite.

KLBM, La Grande—*Location of Transmitter:* La Grande. *Make:* Composite. *Tower:* One Jones-Laughlin, 173 feet. *Speech Input:* WE. *Microphones:* WE.

KOOS, Marshfield—*Location of Transmitter:* Marshfield. *Make:* Composite. *Tower:* One, 205 feet. *Speech Input:* Composite. *Microphones:* RCA, WE.

KMED, Medford—*Location of Transmitter:* Medford. *Make:* Composite. *Tower:* One Blaw-Knox, 179 feet. *Speech Input:* Composite. *Microphones:* WE.

KALE, Portland—*Location of Transmitter:* Weatherly Bldg. *Make:* Composite. *Tower:* One Blaw-Knox, 179 feet. *Speech Input:* Composite. *Microphones:* WE.

KBPS, Portland—*Location of Transmitter:* N. E. 12th Ave. & Hoyt Sts. *Make:* Composite. *Towers:* Two, 122 feet. *Speech Input:* WE. *Microphones:* WE.

KEX, Portland—*Location of Transmitter:* North Portland, Ore. *Make:* Composite. *Tower:* One Portland Spar, 300 feet. *Speech Input:* RCA. *Microphones:* RCA.

KGW, Portland—*Location of Transmitter:* North Portland, Ore. *Make:* RCA. *Tower:* One Truscon, 625 feet. *Speech Input:* RCA. *Microphones:* RCA.

KOIN, Portland—*Make:* Composite. *Tower:* One Ideco, 540 feet. *Speech Input:* Composite. *Microphones:* WE.

KWJJ, Portland—*Location of Transmitter:* Oaks Park. *Make:* Composite. *Tower:* One, 229 feet. *Speech Input:* Composite. *Microphones:* Amperite.

KXL, Portland—*Location of Transmitter:* Multnomah Hotel. *Make:* Composite. *Tower:* One, 200 feet. *Speech Input:* RCA. *Microphones:* RCA.

KRNR, Roseburg—Data not furnished.

KSLM, Salem—Data not furnished.

PENNSYLVANIA

WSAN-WCBA, Allentown — *Location of Transmitter:* Allentown. *Make:* WE. *Tower:* One Lehigh, 170 feet. *Speech Input:* Composite. *Microphones:* WE.

WFBG, Altoona—*Location of Transmitter:* 1320 11th Ave. *Make:* WE. *Towers:* Two, height above ground 182 feet. *Speech Input:* WE. *Microphones:* WE.

WEST, Easton—*Location of Transmitter:* Easton. *Make:* Composite. *Tower:* One Blaw-Knox. *Speech Input:* Composite. *Microphones:* RCA, WE.

WLEU, Erie—*Location of Transmitter:* Commerce Bldg. *Make:* RCA. *Towers:* Two, 75 feet, atop 120 foot bldg. *Speech Input:* RCA. *Microphones:* RCA.

WHJB, Greensburg — *Location of Transmitter:* Penn-Albert Hotel. *Make:* Composite. *Towers:* Two Blaw-Knox, 105 feet. *Speech Input:* GE. *Microphones:* WE.

WSAJ, Grove City—*Location of Transmitter:* Grove City. *Make:* Composite. *Towers:* Two, 100 feet. *Microphones:* Astatic.

WHP, Harrisburg — *Make:* Composite. *Tower:* One Lehigh, 325 feet. *Speech Input:* Composite. *Microphones:* RCA, Amperite.

WKBO, Harrisburg — *Location of Transmitter:* Penn Harris Hotel, Harrisburg. *Make:* Composite. *Towers:* Three, two 235 feet, one, 180 feet. *Speech Input:* Composite. *Microphones:* RCA.

WAZL, Hazleton—*Location of Transmitter:* Hazleton National Bank Bldg. *Make:* Powell. *Tower:* One Lehigh. *Speech Input:* Composite. *Microphones:* RCA, WE.

WJAC, Johnstown—*Location of Transmitter:* Tribune Bldg. *Make:* Composite. *Tower:* One Blaw-Knox, 179 feet. *Speech Input:* Composite. *Microphones:* RCA, Amperite.

WGAL, Lancaster—*Location of Transmitter:* 4-10 King St. *Make:* Composite. *Tower:* One Blaw-Knox. *Speech Input:* Composite. *Microphones:* RCA, WE.

WKST, New Castle—*Location of Transmitter:* Near New Castle. *Make:* WE. *Tower:* One Lehigh, 215 feet. *Speech Input:* WE. *Microphones:* WE.

KYW, Philadelphia—*Location of Transmitter:* RFD No. 4, Norristown, Pa. *Make:* Westinghouse. *Towers:* Four Newark Pole & Tube, 245 feet. *Speech Input:* RCA. *Microphones:* RCA.

WCAU, Philadelphia—*Location of Transmitter:* Newtown Square, Pa. *Make:* RCA. *Tower:* One Blaw-Knox, 407 feet. *Speech Input:* RCA. *Microphones:* RCA, WE.

WDAS, Philadelphia—*Location of Transmitter:* Monument Ave. *Make:* RCA. *Tower:* One Blaw-Knox, 157 feet. *Speech Input:* RCA. *Microphones:* RCA.

WFIL, Philadelphia—*Location of Transmitter:* 63rd & Schuylkill River. *Make:* RCA. *Tower:* One Blaw-Knox, 330 feet. *Microphones:* RCA.

WHAT, Philadelphia—*Location of Transmitter:* Hotel Philadelphian. *Make:* WE. *Towers:* Two, 235 feet. *Speech Input:* WE. *Microphones:* WE.

WIBG, Philadelphia—Data not furnished.

WIP, Philadelphia—*Location of Transmitter:* 21st and Hamilton Sts. *Make:* RCA. *Tower:* One Blaw-Knox, 320 feet. *Speech Input:* RCA, WE. *Microphones:* RCA, WE.

WPEN, Philadelphia—*Location of Transmitter:* 72nd & Race Sts. *Make:* RCA. *Towers:* Three Blaw-Knox, 240 feet. *Speech Input:* Composite. *Microphones:* WE.

WTEL, Philadelphia—Data not furnished.

KDKA, Pittsburgh—*Location of Transmitter:* Saxonburg, Pa. *Make:* Westinghouse. *Tower:* One Truscon, 718 ft. *Speech Input:* Westinghouse. *Microphones:* RCA, WE.

KQV, Pittsburgh—*Location of Transmitter:* 1475 Crane Rd. *Make:* WE. *Tower:* One Blaw-Knox, 175 ft. *Speech Input:* WE. *Microphones:* WE.

WCAE, Pittsburgh—*Location of Transmitter:* Agnew Road, Mt. Olive Sta. *Make:* RCA. *Tower:* One Bethlehem, 341 ft. *Speech Input:* WE, RCA. *Microphones:* WE, RCA.

WJAS, Pittsburgh—Data not furnished.

WWSW, Pittsburgh—*Location of Transmitter:* 134 Miami St. *Make:* RCA. *Tower:* One Blaw-Knox, 157 ft. *Speech Input:* RCA. *Microphones:* WE.

WEEU, Reading—*Location of Transmitter:* Berkes County, Pa. *Make:* RCA, *Towers:* Two Blaw-Knox, 200 ft. *Speech Input:* RCA. *Microphones:* RCA.

WRAW, Reading—*Location of Transmitter:* Pomeroy Bldg. *Make:* RCA. *Tower:* One, 160 ft. *Speech Input:* RCA. *Microphones:* RCA.

WGBI, Scranton—*Location of Transmitter:* Drinker Turnpike, Dunmore, Pa. *Make:* Composite. *Tower:* One Lehigh, 276 ft. *Speech Input:* Composite. *Microphones:* WE.

WQAN, Scranton—Data not furnished.

WPIC, Sharon—*Location of Transmitter:* Sharon. *Make:* WE, *Tower:* One Blaw-Knox, 250 ft. *Speech Input:* WE. *Microphones:* WE, RCA.

WKOK, Sunbury—*Location of Transmitter:* 1150 N. Front St. *Make:* WE. *Tower:* One, 151 ft. *Speech Input:* WE. *Microphones:* WE.

WMBS, Uniontown—*Make:* RCA. *Tower:* One, 175 ft. *Speech Input:* RCA. *Microphones:* WE, RCA.

WBAX, Wilkes-Barre—*Location of Transmitter:* P.O. Box 71, Wilkes-Barre. *Make:* WE. *Speech Input:* Composite. *Microphones:* WE, RCA.

WBRE, Wilkes-Barre—*Location of Transmitter:* Kingston, Pa. *Make:* RCA. *Tower:* One Lehigh, 200 ft. *Speech Input:* RCA. *Microphones:* RCA.

WRAK, Williamsport—*Location of Transmitter:* 1561 W. 4th St. *Make:* RCA. *Tower:* One Blaw-Knox, 204 ft. *Speech Input:* RCA.

WORK, York—*Location of Transmitter:* York. *Make:* Powell. *Towers:* Three Blaw-Knox, 154 ft. *Speech Input:* Powell. *Microphones:* RCA, WE.

RHODE ISLAND

WEAN, Providence—*Location of Transmitter:* East Providence. *Make:* WE. *Towers:* Two Blaw-Knox, 325 ft. *Speech Input:* WE. *Microphones:* WE.

WJAR, Providence—*Location of Transmitter:* Rumford. *Make:* WE. *Towers:* Two Blaw-Knox, 320 ft. *Speech Input:* WE. *Microphones:* WE.

WPRO, Providence—*Location of Transmitter:* East Providence. *Make:* WE. *Towers:* Two Blaw-Know, 254 ft. *Speech Input:* WE. *Microphones:* WE, RCA.

SOUTH CAROLINA

WAIM, Anderson—*Location of Transmitter:* Anderson College. *Make:* WE. *Speech Input:* WE. *Microphones:* WE.

WCSC, Charleston—*Location of Transmitter:* Charleston. *Make:* WE. *Towers:* Two, 90 ft. *Speech Input:* WE. *Microphones:* WE, RCA.

WTMA, Charleston—*Location of Transmitter:* Charleston. *Make:* WE. *Speech Input:* WE.

WCOS, Columbia — Construction permit granted; data not available.

WIS, Columbia—*Location of Transmitter:* P.O. Box 1348, *Make:* WE, *Towers:* Two Truscon, one 360 ft., one 260 ft. *Speech Input:* WE. *Microphones:* WE.

WOLS, Florence—*Location of Transmitter:* Charleston Highway. *Make:* Composite. *Tower:* One, 150 ft. *Speech Input:* Gates. *Microphones:* RCA.

WFBC, Greenville—*Location of Transmitter:* Piedmont Highway. *Make:* RCA. *Tower:* One Truscon, 376 ft. *Speech Input:* RCA. *Microphones:* RCA.

WRKL, Rock Hill—Construction permit granted, data not available.

WSPA, Spartanburg—*Location of Transmitter:* Evanston Heights. *Make:* Collins. *Tower:* One, 285 ft. *Speech Input:* Collins. *Microphones:* RCA.

SOUTH DAKOTA

KABR, Aberdeen—*Location of Transmitter:* Wylie Park, Aberdeen. *Make:* WE. *Towers:* Two Blaw-Knox, 179 ft. *Speech Input:* WE. *Microphones:* WE.
KFDY, Brookings—Data not furnished.
KGFX, Pierre—*Location of Transmitter:* 203 W. Summitt Ave. *Make:* Composite. *Towers:* Two, 60 ft. *Speech Input:* Composite.
KOBH, Rapid City—*Location of Transmitter:* Rapid City. *Make:* RCA *Tower:* One Truscon, 168 ft. *Speech Input:* RCA. *Microphones:* RCA.
WCAT, Rapid City—Data not furnished.
KELO, Sioux Falls—*Location of Transmitter:* Sioux Falls. *Make:* RCA, *Tower:* One, 218 ft. *Speech Input:* RCA. *Microphones:* RCA.
KSOO, Sioux Falls—*Location of Transmitter:* Sioux Falls. *Make:* Composite. *Tower:* One Blaw-Knox, 240 ft. *Speech Input:* RCA. *Microphones:* RCA.
KUSD, Vermillion—*Location of Transmitter:* U. of S. Dakota. *Make:* Composite. *Towers:* Two, 103 ft. *Speech Input:* Composite. *Microphones:* RCA.
KWTN, Watertown—*Location of Transmitter:* 502 5th St. N. W. *Make:* Composite. *Towers:* Two, 75 ft. *Speech Input:* Composite. *Microphones:* Brush, Amperite, Shure, Astatic.
WNAX, Yankton—*Location of Transmitter:* Northeast of Yankton. *Make:* WE. *Tower:* One Blaw-Know, 449 ft. *Speech Input:* WE. *Microphones:* RCA, WE.

TENNESSEE

WOPI, Bristol—*Location of Transmitter:* 22nd and State Sts. *Make:* Composite. *Towers:* Two, 103 ft. *Speech Input:* Composite. *Microphones:* RCA, Shure.
WAPO, Chattanooga—*Location of Transmitter:* Rossville Blvd. *Make:* Collins. *Tower:* One Lehigh, 205 ft. *Speech Input:* Collins. *Microphones:* RCA, WE.
WDOD, Chattanooga—*Location of Transmitter:* Chattanooga. *Make:* Composite. *Tower:* One Truscon, 320 ft. *Speech Input:* RCA. *Microphones:* RCA.
WTJS, Jackson—*Location of Transmitter:* Bemis Road. *Make:* RCA. *Tower:* One Truscon, 220 ft. *Speech Input:* RCA. *Microphones:* RCA.
WJHL, Johnson City—*Location of Transmitter:* Johnson City. *Make:* RCA. *Tower:* One Wincharger, 185 ft. *Speech Input:* RCA. *Microphones:* RCA.
WNOX, Knoxville—*Location of Transmitter:* Anderson Rd. *Make:* WE. *Tower:* One Ideco, 475 ft. *Speech Input:* RCA. *Microphones:* RCA.
WROL, Knoxville—*Location of Transmitter:* 524 S. Gay St. *Make:* WE. *Tower:* One, 155 ft. *Speech Input:* WE. *Microphones:* WE.
WHBQ, Memphis—*Location of Transmitter:* 46 Neely St. *Make:* Composite. *Tower:* One, 179 ft. *Speech Input:* RCA. *Microphones:* WE.
WMC, Memphis—*Location of Transmitter:* Five Points. *Make:* WE. *Towers:* Two Blaw-Knox, 611 ft., 315 ft. *Speech Input:* RCA. *Microphones:* WE.
WMPS, Memphis—*Location of Transmitter:* 1690 S. Lauderdale. *Make:* Composite. *Tower:* One Ideco, 175 ft. *Speech Input:* RCA. *Microphones:* RCA.
WREC, Memphis—*Location of Transmitter:* 4 miles north of Memphis. *Make:* Composite. *Towers:* Two Truscon. *Speech Input:* RCA. *Microphones:* RCA.
WLAC, Nashville—*Location of Transmitter:* Murfreesboro Rd. *Make:* WE. *Towers:* Two, 200 ft. *Speech Input:* WE. *Microphones:* WE.
WSIX, Nashville—Data not furnished.
WSM, Nashville—*Location of Transmitter:* Route 5, Franklin. *Make:* RCA. *Tower:* One Blaw-Know, 878 ft. *Speech Input:* WE. *Microphones:* RCA, WE.

TEXAS

KRBC, Abilene—*Location of Transmitter:* 341 Ambler St. *Make:* RCA. *Tower:* One Ideco, 179 ft. *Speech Input:* RCA. *Microphones:* RCA, WE.
KFDA, Amarillo—*Location of Transmitter:* 109 E. 5th St. *Make:* RCA. *Tower:* One Truscon, 182 ft. *Speech Input:* RCA. *Microphones:* WE.
KGNC, Amarillo—*Location of Transmitter:* Amarillo. *Make:* WE. *Tower:* One Blaw-Knox, 229 ft. *Speech Input:* WE. *Microphones:* WE, RCA.
KNOW, Austin—*Location of Transmitter:* Norwood Bldg. *Make:* Composite. *Tower:* One Blaw-Knox, 168 ft. *Speech Input:* WE. *Microphones:* WE.
KTBC, Austin—Data not furnished.
KFDM, Beaumont—*Location of Transmitter:* Beaumont. Data not furnished.
KRIC, Beaumont—*Location of Transmitter:* Wall & Market Sts. *Make:* WE. *Tower:* One Ideco, 154 ft. *Speech Input:* WE, *Microphones:* WE.
KBST, Big Spring—*Location of Transmitter:* Big Spring. *Make:* RCA. *Tower:* One Ideco, 165 ft. *Speech Input:* RCA. *Microphones:* RCA, WE.
KNEL, Brady—*Location of Transmitter:* Brady. *Make:* Doolittle & Falknor. *Tower:* One, 164 ft. *Speech Input:* Gates.

FCC Rule (No. 175) Governing Station Breaks

Each licensee of a broadcast station shall announce the call letters and location as frequently as practicable during the hours of operation, and in any event before or after each program being broadcast. In no event shall more than 30 minutes elapse between such announcements, and in so far as practicable these announcements shall be made on the hour and half hour. These requirements are waived when such announcements would interrupt a single consecutive speech, play, symphony concert or operatic production of longer duration than 30 minutes; and in such cases the announcement of the call letters and location shall be made as soon as possible.

Interpretation of Rule 175 issued Oct. 5, 1937

The Commission announces the following interpretation of the second sentence which reads: "In no event shall more than 30 minutes elapse between such announcements, and in so far as practicable these announcements shall be made on the hour and half hour."

Call letters of stations need not be announced within *exactly* 30 minutes or less of the previous announcement but shall be made as near thereto as practicable. During variety-show programs, baseball game broadcasts, etc., of an hour or more in duration, the call letter announcements shall be made on the hour and half hour within a 5-minute period thereof. That is, the half hour announcement shall be made between 25 and 35 minutes after the hour, and likewise the hour announcement shall be within 5 minutes of the hour.

The interpretation given above in no way affects the waiver clause given in the last sentence of this rule.

KGFI, Brownsville—*Location of Transmitter:* 2701 San Benito St. *Make:* Composite. *Tower:* One, 145 ft. *Speech Input:* Composite. *Microphones:* RCA, Shure.
WTAW, College Station—Data not furnished.
KRIS, Corpus Christi—Data not furnished.
KAND, Corsicana—*Location of Transmitter:* North of Corsicana. *Make:* Composite. *Tower:* One, 179 ft. *Speech Input:* WE. *Microphones:* WE.
KRLD, Dallas—*Location of Transmitter:* Garland. *Make:* WE. *Tower:* One Blaw-Knox, 475 ft. *Speech Input:* WE. *Microphones:* WE.
WFAA, Dallas—*Location of Transmitter:* Grapevine. *Make:* RCA. *Tower:* One Truscon, 653 ft. *Speech Input:* RCA. *Microphones:* RCA.
WRR, Dallas—*Location of Transmitter:* State Fair Grounds. *Make:* WE. *Tower:* One Blaw-Knox, 229 ft. *Speech Input:* WE, RCA. *Microphones:* WE.
KDNT, Denton. *Location of Transmitter:* 300 W. Ross St. *Make:* Composite. *Tower:* One, 165 ft. *Speech Input:* Composite. *Microphones:* Shure, Astatic, Brush.
KFPL, Dublin—*Location of Transmitter:* Dublin. *Tower:* One, 180 ft.
KROD, El Paso—Construction permit granted, data not available.
KTSM, El Paso—*Location of Transmitter:* Mills Bldg. *Make:* Composite. *Tower:* One Truscon, 158 ft., atop 12-story bldg. *Speech Input:* Composite. *Micro*phones: RCA.
KFJZ, Fort Worth—*Location of Transmitter:* North Fort Worth, Tex. *Make:* RCA. *Tower:* One Truscon. *Speech Input:* RCA. *Microphones:* WE.
KGKO, Fort Worth—*Location of Transmitter:* Arlington. *Make:* RCA. *Towers:* Two Blaw-Knox, 330 ft. *Speech Input:* RCA. *Microphones:* RCA, WE.
KTAT, Fort Worth—Data not furnished.
WBAP, Fort Worth—*Location of Transmitter:* Grapevine. *Make:* RCA. *Tower:* One Truscon, 653 ft. *Speech Input:* RCA. *Microphones:* RCA, WE.
KLUF, Galveston—*Make:* Composite. *Tower:* One Lehigh, 180 ft. *Speech Input:* Gates.
KGVL, Greenville—Data not furnished.
KPRC, Houston—*Location of Transmitter:* Deepwater. *Make:* RCA. *Tower:* One Truscon, 375 ft. *Speech Input:* RCA. *Microphones:* RCA.
KTRH, Houston—*Location of Transmitter:* Deepwater. *Make:* RCA. *Tower:* One Truscon. *Speech Input:* RCA. *Microphones:* RCA.
KXYZ, Houston—*Location of Transmitter:* Gulf Bldg. *Make:* Composite. *Tower:* One, 163 ft. *Speech Input:* WE, RCA. *Microphones:* RCA.
KSAM, Huntsville. *Location of Transmitter:* Fair Grounds. *Make:* Composite. *Tower:* One, 150 ft. *Speech Input:* Composite. *Microphones:* RCA.
KOCA, Kilgore—*Location of Transmitter:* Ross Ave. *Make:* Collins. *Tower:* One, 187 ft. *Speech Input:* Collins.
KPAB, Laredo—*Location of Transmitter:* 300 Stone Ave. *Make:* WE. *Tower:* One Blaw-Knox, 154 ft. *Speech Input:* WE. *Microphones:* WE.
KFRO, Longview—*Location of Transmitter:* S. Green at Radio St. *Make:* RCA. *Tower:* One, 185 ft. *Speech Input:* RCA. *Microphones:* RCA.
KFYO, Lubbock—*Location of Transmitter:* Lubbock. *Make:* RCA. *Towers:* RCA and composite. *Speech Input:* RCA, Turner.
KRBA, Lufkin—*Location of Transmitter:* Lufkin. *Make:* Collins. *Tower:* One, 176 ft. *Speech Input:* Collins. *Microphones:* RCA, Astatic.
KRLH, Midland—*Location of Transmitter:* Midland. *Make:* Composite. *Tower:* One, 154 ft. *Speech Input:* Shure.
KNET, Palestine—Data not furnished.
KPDN, Pampa—*Location of Transmitter:* P.O. Box 1701. *Make:* RCA. *Tower:* One Lehigh, 180 ft. *Speech Input:* Composite. *Microphones:* Amperite.
KPLT, Paris—*Location of Transmitter:* Paris. *Make:* RCA. *Tower:* One Ideco, 165 ft. *Speech Input:* RCA. *Microphones:* RCA, American.
KIUN, Pecos—*Location of Transmitter:* Pecos. *Make:* RCA. *Tower:* One Composite, 164 ft. *Speech Input:* RCA. *Microphones:* RCA.
KPAC, Port Arthur—*Location of Transmitter:* 1500 Procter St. *Make:* Composite. *Towers:* Two, 149 ft., 118 ft. *Speech Input:* WE. *Microphones:* WE.
KGKL, San Angelo—*Location of Transmitter:* 50 S. Milton St. *Make:* Composite. *Tower:* Composite. *Speech Input:* WE.
KABC, San Antonio—*Location of Transmitter:* 811 E. Myrtle. *Make:* WE. *Tower:* One, 197 ft. *Speech Input:* WE. *Microphones:* RCA.
KMAC, San Antonio—*Location of Transmitter:* 319 Avenue A. *Make:* WE. *Tower:* One Blaw-Knox, 179 ft. *Speech Input:* WE. *Microphones:* WE.
KONO, San Antonio—*Location of Transmitter:* 317 Arden Grove. *Make:* Composite. *Tower:* One Lehigh, 160 ft. *Speech Input:* RCA. *Microphones:* RCA, WE.
KTSA, San Antonio—*Location of Transmitter:* St. Hedwig Rd. *Make:* WE. *Towers:* Two Ideco, 200 ft. *Speech Input:* WE. *Microphones:* WE, RCA.
WOAI, San Antonio—*Location of Transmitter:* Selma, Tex. *Make:* RCA. *Tower:* One Truscon, 425 ft. *Speech Input:* RCA. *Microphones:* RCA, WE.
KRRV, Sherman—*Location of Transmitter:* 1910 S. Crockett St. *Make:* Composite. *Tower:* One Blaw-Knox, 179 ft. *Speech Input:* WE. *Microphones:* WE, Amperite.
KTEM, Temple—*Location of Transmitter:* Temple. *Make:* RCA. *Tower:* One Lehigh, 175 ft. *Speech Input:* RCA. *Microphones:* RCA.
KCMC, Texarkana—*Location of Transmitter:* 317 Pine St. *Make:* WE. *Tower:* One Blaw-Knox, 194 ft. *Speech Input:* WE. *Microphones:* WE.
KGKB, Tyler—*Location of Transmitter:* North of Tyler. *Make:* RCA. *Tower:* One, 176 ft. *Speech Input:* RCA. *Microphones:* RCA.
KVWC, Vernon—*Location of Transmitter:* Vernon. *Make:* Composite. *Tower:* One, 150 ft. *Speech Input:* RCA. *Microphones:* RCA.
KWFT, Wichita Falls—*Location of Transmitter:* Wichita Falls. *Make:* WE. *Tower:* One Lehigh, 400 ft. *Speech Input:* WE. *Microphones:* WE.
KRGV, Weslaco—*Location of Transmitter:* Weslaco. *Make:* Composite. *Tower:* One, 208 ft. *Speech Input:* RCA. *Microphones:* RCA.
WACO, Waco—Data not furnished.

UTAH

KSUB, Cedar City—*Location of Transmitter:* West 2nd South St. *Make:* Composite. *Tower:* One, 150 ft. *Speech Input:* Composite. *Microphones:* Turner, Shure, American.
KVNU, Logan—Construction permit granted; data not available.
KLO, Ogden—*Location of Transmitter:* Riverdale, Utah. *Make:* Composite. *Towers:* Two Blaw-Knox, 155 ft. *Speech Input:* Composite. *Microphones:* WE.
KEUB, Price—*Location of Transmitter:* Price. *Make:* Composite. *Tower:* One Bethlehem, 172 ft. *Speech Input:* Composite. *Microphones:* Bruno, Shure.
KDYL, Salt Lake City—*Location of Transmitter:* 33rd S. & 10 W. *Make:* RCA. *Tower:* One Blaw-Knox, 400 ft. *Speech Input:* WE. *Microphones:* RCA, WE.
KSL, Salt Lake City—*Location of Transmitter:* Saltair, Utah. *Make:* WE. *Towers:* Two American Bridge, 225 ft. *Speech Input:* WE. *Microphones:* WE, RCA.
KUTA, Salt Lake City—*Location of Transmitter:* 1324 S. 3rd West. *Make:* Composite. *Tower:* One Bethlehem, 170 ft. *Speech Input:* Composite. *Microphones:* WE.

VERMONT

WCAX, Burlington—*Location of Transmitter:* 203 College St. *Make:* RCA. *Tower:* One Truscon, 253 ft. *Speech Input:* RCA. *Microphones:* RCA.
WSYB, Rutland—*Location of Transmitter:* Creek Rd. *Make:* RCA. *Tower:* One Wincharger, 165 ft. *Speech Input:* RCA. *Microphones:* RCA, Shure.
WNBX, Springfield—*Location of Transmitter:* Mt. Ararat. *Make:* Composite. *Tower:* One, 200 ft. *Speech Input:* RCA. *Microphones:* RCA.
WQDM, St. Albans—*Location of Transmitter:* North of St. Albans. *Make:* Composite. *Tower:* One Lehigh, 181 ft. *Speech Input:* Composite. *Microphones:* WE.
WDEV, Waterbury—*Location of Transmitter:* Waterbury. *Make:* RCA. *Tower:* One Blaw-Knox, 435 ft. *Speech Input:* RCA. *Microphones:* RCA.

VIRGINIA

WCHV, Charlottesville—*Location of Transmitter:* Richmond Road. *Make:* Composite. *Tower:* One, 180 ft. *Speech Input:* RCA. *Microphones:* RCA, WE.
WBTM, Danville—*Location of Transmitter:* Danville. *Make:* Composite. *Towers:* Two, 167 ft. *Speech Input:* Composite. *Microphones:* WE.
WSVA, Harrisonburg—*Location of Transmitter:* Route No. 1, Harrisonburg. *Make:* Composite. *Tower:* One Truscon, 184 ft. *Speech Input:* Composite. *Microphones:* Amperite.
WLVA, Lynchburg—*Location of Transmitter:* Page St. *Make:* Composite. *Tower:* One Blaw-Knox, 172 ft. *Speech Input:* RCA. *Microphones:* RCA, WE.
WGH, Newport News—*Location of Transmitter:* Boat Harbor. *Make:* RCA. *Tower:* One Ideco, 186 ft. *Speech Input:* RCA. *Microphones:* RCA, Shure.

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(Continued from page 339)

WTAR, Norfolk—*Location of Transmitter:* Glenrock, Norfolk. *Make:* RCA. *Towers:* Three Lingo; one 280 ft., two 210 ft. *Speech Input:* Composite. *Microphones:* RCA.

WPIV, Petersburg — Construction permit granted; data not available.

WBBL, Richmond—Data not available.

WMBG, Richmond—*Location of Transmitter:* Staples Mill Rd. *Make:* RCA. *Towers:* Two Lehigh, 215 ft. *Speech Input:* RCA. *Microphones:* RCA.

WRNL, Richmond—*Location of Transmitter:* Richmond. *Make:* WE. *Towers:* Two Blaw-Knox, 280 ft. *Speech Input:* WE. *Microphones:* WE.

WRTD, Richmond—*Location of Transmitter:* Belle Isle, Va. *Make:* RCA. *Tower:* One Lingo, 331 ft. *Speech Input:* RCA. *Microphones:* RCA, WE.

WRVA, Richmond—*Location of Transmitter:* R.F.D. No. 5, Richmond. *Make:* WE. *Towers:* Two Blaw-Knox, 470 ft. *Speech Input:* WE. *Microphones* WE, RCA.

WDBJ, Roanoke—*Location of Transmitter:* Roanoke. *Make:* RCA. *Tower:* One Blaw-Knox, 312 ft. *Speech Input:* RCA. *Microphones:* RCA.

WASHINGTON

KXRO, Aberdeen— *Location of Transmitter:* 1308 Coolidge Rd. *Make:* WE. *Tower:* One Blaw-Knox, 179 ft. *Speech Input:* WE. *Microphones:* WE.

KVOS, Bellingham—*Location of Transmitter:* Luther Bldg. *Make:* RCA. *Speech Input:* RCA, WE. *Microphones:* RCA.

KELA, Centralia—*Make:* WE. *Tower:* One Bethlehem, 200 ft. *Speech Input:* WE. *Microphones:* WE, RCA.

KRKO, Everett—*Location of Transmitter:* Everett. *Make:* WE. *Speech Input:* Composite. *Microphones:* WE, RCA.

KWLK, Longview—*Location of Transmitter:* Ocean Beach Highway. *Make:* RCA. *Tower:* One, 230 ft. *Speech Input:* RCA. *Microphones:* RCA.

KGY, Olympia—*Location of Transmitter:* Capital Park Bldg. *Make:* WE. *Speech Input:* WE. *Microphones:* WE, RCA.

KWSC, Pullman—*Location of Transmitter:* Pullman. *Make:* Composite. *Tower:* One, 224 ft. *Speech Input:* Composite. *Microphones:* WE, Radio Receptor.

KEEN, Seattle—*Location of Transmitter:* Smith Tower. *Make:* Composite. *Tower:* One, 575 ft. *Speech Input:* Radio Laboratories.

KIRO, Seattle—*Location of Transmitter:* 2nd & Union Sts. *Make:* Composite. *Tower:* One Marconi type, 120 ft. *Speech Input:* WE. *Microphones:* WE.

KJR, Seattle—*Location of Transmitter:* 2600 26th Ave. *Make:* RCA. *Tower:* One Truscon, 570 ft. *Speech Input:* RCA. *Microphones:* RCA, WE.

KOL, Seattle—*Location of Transmitter:* 1110 W. Florida St. *Make:* Composite. *Tower:* One Ideco, 370 ft. *Speech Input:* Composite. *Microphones:* WE.

KOMO, Seattle—*Location of Transmitter:* 2600 26th Ave. *Make:* RCA. *Tower:* One Truscon, 570 ft. *Speech Input:* RCA. *Microphones:* RCA, WE.

KRSC, Seattle—*Location of Transmitter:* 819 Fairview Place. *Make:* Composite. *Tower:* One Truscon, 218 ft. *Speech Input:* WE. *Microphones:* RCA.

KTW, Seattle—Data not furnished.

KXA, Seattle—*Location of Transmitter:* 312 Bigelow Bldg. *Make:* Composite. *Towers:* Two, 175 ft. *Speech Input:* Composite. *Microphones:* RCA, WE.

KFIO, Spokane—*Location of Transmitter:* 526 Riverside Ave. *Make:* Composite. *Towers:* Two, 143 ft., 178 ft. *Speech Input:* Collins.

KFPY, Spokane—*Location of Transmitter:* R.F.D. 3, Spokane. *Make:* WE. *Tower:* One Truscon, 470 ft. *Speech Input:* WE, RCA. *Microphones:* WE, RCA.

KGA, Spokane—*Location of Transmitter:* Lidgerwood & Rowan. *Make:* Composite. *Tower:* One, 225 ft. *Speech Input:* RCA, WE. *Microphones:* WE.

KHQ, Spokane—*Location of Transmitter:* 41st & Regal. *Make:* WE. *Tower:* One Bethlehem, 528 ft. *Speech Input:* RCA, WE. *Microphones:* WE.

KMO, Tacoma—*Location of Transmitter:* 2 miles East of Tacoma. *Make:* WE. *Tower:* One Blaw-Knox, 179 ft. *Speech Input:* WE. *Microphones:* WE.

KVI, Tacoma—*Location of Transmitter:* Vashon, Wash. *Make:* WE. *Tower:* One Truscon, 448 ft. *Speech Input:* WE, RCA. *Microphones:* WE, RCA.

KVAN, Vancouver — Construction permit granted; data not available.

KUJ, Walla Walla—*Location of Transmitter:* Walla Walla. *Make:* Composite. *Towers:* Two, 90 feet, 160 feet. *Speech Input:* Composite. *Microphones:* Remler, Astatic.

KPQ, Wenatchee—*Location of Transmitter:* N. Miller St. *Make:* WE. *Tower:* One Truscon, 188 feet. *Speech Input:* WE. *Microphones:* WE.

KIT, Yakima—*Location of Transmitter:* Yakima. *Make:* WE. *Tower:* One Lehigh, 195 ft. *Speech Input:* WE, Composite. *Microphones:* WE.

WEST VIRGINIA

WJLS, Beckley—*Location of Transmitter:* Teel Rd. *Make:* Composite. *Tower:* One Wincharger, 198 ft. *Speech Input:* Collins. *Microphones:* Amperite. WE.

WHIS, Bluefield—*Location of Transmitter:* Harry Heights. *Make:* Collins. *Tower:* One Blaw-Knox, 183 ft. *Speech Input:* Composite, Collins. *Microphones:* WE.

WCHS, Charleston—*Location of Transmitter:* West of Charleston. *Make:* Collins. *Tower:* One Lehigh, 325 ft. *Speech Input:* Composite. *Microphones:* RCA, WE.

WGKV, Charleston—Construction permit granted; data not available.

WBLK, Clarksburg—*Location of Transmitter:* Clarksburg. *Make:* Collins. *Tower:* One Lehigh, 239 ft. *Speech Input:* Collins. *Microphones:* RCA, WE.

WMMN, Fairmont—*Make:* WE. *Towers:* Two Ideco, 276 ft., 306 ft. *Speech Input:* WE. *Microphones:* WE.

WSAZ, Huntington—*Location of Transmitter:* Huntington. *Make:* WE. *Tower:* One Blaw-Knox, 204 ft. *Speech Input:* WE. *Microphones:* WE.

WPAR, Parkersburg—*Location of Transmitter:* Gihon Rd., S. Parkersburg. *Make:* Composite. *Tower:* One Ideco, 178 ft. *Speech Input:* Collins. *Microphones:* RCA, WE, Amperite, Shure.

WWVA, Wheeling—*Location of Transmitter:* Wheeling. *Make:* Composite. *Tower:* One Blaw-Knox, 279 ft. *Speech Input:* WE. *Microphones:* WE.

WBTH, Williamson—Construction permit granted; data not available.

WISCONSIN

WEAU, Eau Claire—*Location of Transmitter:* 26th and Crescent Sts. *Make:* Composite. *Tower:* One wooden, 250 ft. *Speech Input:* Composite. *Microphones:* WE.

KFIZ, Fond du Lac. *Location of Transmitter:* 18 W. 1st St. *Make:* WE. *Speech Input:* Collins. *Microphones:* Remler.

WHBY, Green Bay, CP Appleton, Wisc.—*Location of Transmitter:* West De Pere, Wisc. *Make:* Composite. *Tower:* One Truscon, 196 ft. *Speech Input:* Collins. *Microphones:* RCA, WE.

WTAQ, Green Bay—*Location of Transmitter:* West De Pere, Wisc. *Make:* RCA. *Towers:* Four Truscon, 196 ft. *Speech Input:* Collins. *Microphones:* RCA, WE.

WCLO, Janesville—*Location of Transmitter:* S. Oakhill Ave. *Make:* WE. *Tower:* One Truscon, 259 ft. *Speech Input:* Collins. *Microphones:* WE.

WKBH, La Crosse—*Location of Transmitter:* La Crosse. *Make:* WE. *Tower:* One Blaw-Knox, 285 ft. *Speech Input:* Composite. *Microphones:* WE, RCA.

WHA, Madison—*Location of Transmitter:* South of Madison. *Make:* Composite. *Towers:* Two U. S. Wind Engine, 205 ft. *Speech Input:* Composite, RCA. *Microphones:* RCA, WE.

WIBA, Madison—*Location of Transmitter:* Madison. *Make:* RCA. *Towers:* Three Truscon, one 430 ft., two 195 ft. *Speech Input:* RCA, WE, Remler. *Microphones:* RCA, WE, Astatic.

WOMT, Manitowoc—*Location of Transmitter:* 1110 Washington St. *Make:* Composite. *Speech Input:* Composite. *Microphones:* WE.

WEMP, Milwaukee—*Location of Transmitter:* 710 N. Plankington Ave. *Make:* RCA. *Tower:* One Truscon, 323 ft. *Speech Input:* RCA. *Microphones:* RCA, WE.

WISN, Milwaukee—*Location of Transmitter:* 231 W. Michigan St. *Make:* RCA. *Tower:* One Blaw-Knox, 254 ft. *Speech Input:* RCA, WE. *Microphones:* RCA, WE.

WTMJ, Milwaukee—*Location of Transmitter:* Waukesha, Wis. *Make:* WE. *Tower:* One Blaw-Know, 405 ft. *Speech Input:* WE, RCA. *Microphones:* WE, RCA.

WIBU, Poynette—*Location of Transmitter:* Poynette. *Make:* Collins. *Tower:* One, 185 ft. *Speech Input:* WE. *Microphones:* RCA, WE.

WRJN, Racine—*Location of Transmitter:* Mt. Pleasant. *Make:* RCA. *Tower:* One, 182 ft. *Speech Input:* Composite. *Microphones:* WE, Brush.

WJMC, Rice Lake—*Location of Transmitter:* Rice Lake. *Make:* RCA. *Tower:* One Blaw-Knox, 199 ft. *Speech Input:* RCA. *Microphones:* RCA.

WHBL, Sheboygan—*Location of Transmitter:* Sheboygan. *Make:* RCA. *Tower:* One Truscon, 286 ft. *Speech Input:* RCA. *Microphones:* RCA, WE, Brush.

WLBL, Stevens Point—*Location of Transmitter:* Auburndale, Wisc. *Make:* Composite. *Tower:* One, 450 ft. *Speech Input:* WE. *Microphones:* RCA.

WDSM, Superior—*Location of Transmitter:* 1507 Tower Ave. Construction permit granted, data not available.

WSAU, Wausau—*Location of Transmitter:* 113 3rd St. *Make:* Composite. *Tower:* One Harrell, 178 ft. *Speech Input:* Composite. *Microphones:* WE.

WYOMING

KDFN, Casper—*Location of Transmitter:* Casper. *Make:* Composite. *Tower:* One, 305 ft. *Speech Input:* Composite. *Microphones:* RCA.

KVRS, Rock Springs—Data not furnished.

KWYO, Sheridan—*Location of Transmitter:* Sheridan. *Make:* Doolittle & Falknor. *Tower:* One Truscon, 186 ft. *Speech Input:* Composite. *Microphones:* Amperite, Astatic.

U. S. POSSESSIONS

KFQD, Anchorage, Alaska—*Location of Transmitter:* Anchorage. *Make:* Collins. *Towers:* Two, 120 ft. *Speech Input:* Collins. *Microphones:* RCA, WE, Shure.

KFAR, Fairbanks, Alaska—*Location of Transmitter:* South of Fairbanks. Construction permit granted; data not available.

KINY, Juneau, Alaska—*Location of Transmitter:* Juneau. *Make:* Composite. *Tower:* One Lehigh, 254 ft. *Speech Input:* WE. *Microphones:* Amperite, Shure.

KGBU, Ketchikan, Alaska—Data not furnished.

KGMB, Honolulu, Hawaii—*Location of Transmitter:* Kapiolani Blvd. & Pensacola St. *Make:* RCA. *Tower:* One Blaw-Knox, 179 ft. *Speech Input:* RCA. *Microphones:* RCA.

KGU, Honolulu, Hawaii — *Location of Transmitter:* Honolulu. *Make:* Composite. *Towers:* Two, 150 ft. *Speech Input:* Composite. *Microphones:* RCA, WE.

KHBC, Hilo, Hawaii—Data not furnished.

KTOH, Lihue, Hawaii—Construction permit granted; data not available.

WPRA, Mayaguez, Porto Rico—*Location of Transmitter:* Mayaguez. *Make:* Composite. *Tower:* One Blaw-Knox, 179 ft. *Speech Input:* Composite. *Microphones:* RCA.

WPRP, Ponce, Porto Rico—*Make:* Radioelectra. *Speech* Input: Radioelectra. *Microphones:* WE.

WKAQ, San Juan, Porto Rico—*Location of Transmitter:* Hato Rey, P. R. *Make:* WE. *Tower:* One Lehigh, 242 ft. *Speech Input:* WE. *Microphones:* WE.

WNEL, San Juan, Porto Rico—*Location of Transmitter:* 99 Sol St. *Make:* Hygrade. *Tower:* One Blaw-Knox, 179 ft. *Speech Input:* Collins. *Microphones:* RCA.

ALBERTA

CFAC, Calgary—*Make:* Marconi. *Tower:* One Lingo, 176 feet. *Speech Input:* Marconi, WE. *Microphones:* RCA, WE.

CFCN, Calgary—Data not furnished.

CJCJ, Calgary—*Location of Transmitter:* Salisbury Ave. *Make:* Composite. *Towers:* Two, 90 feet. *Speech Input:* Composite.

CFRN, Edmonton—*Location of Transmitter:* Jasper Place. *Make:* Marconi. *Tower:* One, 200 feet. *Speech Input:* Marconi. *Microphones:* RCA, Marconi, Shure.

CJCA, Edmonton—*Location of Transmitter:* N. Edmonton. *Make:* Marconi. *Towers:* Two Ontario Wind Engine & Pump, 150 feet. *Speech Input:* Marconi. *Microphones:* WE, RCA.

CKUA, Edmonton—Data not furnished.

CFGP, Grande Prairie—*Location of Transmitter:* Grande Prairie. *Make:* Marconi. *Tower:* One Ajax, 205 feet. *Speech Input*, Marconi. *Microphones:* RCA.

CJOC, Lethbridge—*Location of Transmitter:* Marquis Hotel Bldg. *Make:* Marconi. *Towers:* Two, 60 feet. *Speech Input:* Marconi. *Microphones:* RCA.

BRITISH COLUMBIA

CHWK, Chilliwack — *Location of Transmitter:* 16 Wellington Ave. *Make:* Composite. *Towers:* Two, 100 feet. *Speech Input:* Composite.

CFJC, Kamloops—*Location of Transmitter:* North Kamloops. *Microphones:* RCA, WE.

CKOV, Kelowna—*Location of Transmitter:* Okanagan Mission, B. C. *Make:* Marconi. *Tower:* One Ajax, 200 feet. *Speech Input:* Collins. *Microphones:* RCA, WE.

——, Nelson—Construction permit; data not available.

CFPR, Prince Rupert—Data not furnished.

CJAT, Trail — *Location of Transmitter:* Warfield, B. C. *Make:* RCA. *Tower:* One, 272 feet. *Speech Input:* RCA. *Microphones:* RCA.

CBR, Vancouver—*Location of Transmitter:* Lulu Island, B. C. *Make:* Northern. *Tower:* One Blaw-Knox, 404 feet. *Speech Input:* Northern. *Microphones:* RCA, Northern.

CJOR, Vancouver—*Location of Transmitter:* Eburne, B. C. Data not furnished.

CKCD, Vancouver—Data not furnished.

CKFC, Vancouver—*Location of Transmitter:* North Vancouver, B. C. *Make:* Composite. *Towers:* Four, 100 feet. *Speech Input:* Composite.

CKMO, Vancouver—*Location of Transmitter:* 1704 Sun Bldg. *Make:* Collins. *Speech Input:* Composite. *Microphones:* Northern.

CKWX, Vancouver—*Location of Transmitter:* 1220 Seymour St. *Make:* Composite. *Towers:* Two, 100 feet. *Speech Input:* WE. *Microphones:* WE, RCA.

CFCT, Victoria.—Data not furnished.

MANITOBA

CKX, Brandon—*Location of Transmitter:* First St. *Make:* Northern. *Towers:* Two, 120 feet. *Speech Input:* Northern.

CFAR, Flin Flon—*Location of Transmitter:* 120 Main St. *Make:* RCA. *Tower:* One, 90 feet. *Speech Input:* RCA. *Microphones:* Northern.

CJRC, Winnipeg—*Location of Transmitter:* Middlechurch, Man. *Make:* Northern. *Tower:* One Blaw-Knox, 404 feet. *Speech Input:* Northern. *Microphones:* Northern.

CKY, Winnipeg—*Make:* Northern. *Tower:* One Blaw-Knox, 219 feet. *Speech Input:* Northern. *Microphones:* RCA.

Text of Rule Covering Politics

It Is Hereby Ordered That the following rules be included in the Rules Governing Standard Broadcast Stations (Chapter III, part 36):

"*Rule 36a 1.* No station licensee is required to permit the use of its facilities by any legally qualified candidate for public office, but if any licensee shall permit any such candidate to use its facilities, it shall afford equal opportunities to all other such candidates for that office to use such facilities, provided that such licensee shall have no power of censorship over the material broadcast by any such candidate.

"*Rule 36a 2.* The following definitions shall apply for the purposes of Rule 36a 1:

(a) 'A legally qualified candidate' means any person who has met all the requirements prescribed by local, state or federal authority, as a candidate for the office which he seeks, whether it be municipal, county, state, or national, to be determined according to the applicable local laws.

(b) 'Other candidates for that office' means all other legally qualified candidates for the same public office.

"*Rule 36a 3.* The rates, if any, charged all such candidates for the same office, shall be uniform and shall not be rebated by any means, directly or indirectly; no licensee shall make any discrimination in charges, practices, regulations, facilities or services for or in connection with service rendered pursuant to these rules, or make or give any preference to any candidate for public office or subject any such candidate to any prejudice or disadvantage; nor shall any licensee make any contract or other agreement which shall have the effect of permitting any legally qualified candidate for any public office to broadcast to the *exclusion of other legally qualified candidates* for the same public office.

"*Rule 36a 4.* Every licensee shall keep and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office, together with an appropriate notation showing the disposition made by the licensee of such requests, and the charges made, if any, if request is granted."

It is further ordered that Rule 178 be, and the same hereby is, rescinded.

NEW BRUNSWICK

CFNB, Fredericton — *Location of Transmitter:* Fredericton. *Make:* Marconi. *Towers:* Two, 150 feet. *Speech Input:* Marconi. *Microphones:* WE.

CKCW, Moncton—*Location of Transmitter:* Harrisville, N. B. *Make:* WE. *Tower:* Marconi, 123 feet. *Speech Input:* Northern. *Microphones:* Northern, Electro-Voice, Gates.

CBA, Sackville—*Location of Transmitter:* Sackville, N. B. *Make:* RCA *Tower:* One Canadian Bridge, 455 feet. *Speech Input:* RCA. *Microphones:* RCA.

CHSJ, St. John—*Location of Transmitter:* Admiral Beatty Hotel. *Make:* Northern. *Towers:* Two, 155 feet, 175 feet. *Speech Input:* Composite. *Microphones:* Northern, RCA.

NOVA SCOTIA

CHNS, Halifax—*Location of Transmitter:* Bedford, N. S. *Make:* Northern. *Tower:* One Blaw-Knox, 224 feet. *Speech Input:* Northern. *Microphones:* Northern.

CJHC, Halifax—Construction permit; data not available.

CJCB, Sydney—*Location of Transmitter:* South Bar. *Make:* Marconi. *Towers:* Two Canadian Bridge, 250 feet. *Speech Input:* Marconi. *Microphones:* WE, RCA.

CKIC, Wolfville—Data not furnished.

CJLS, Yarmouth—*Location of Transmitter:* Radio Bldg. *Make:* Northern. *Speech Input:* Northern. *Microphones:* Northern.

ONTARIO

CKPC, Brantford—Data not furnished.

CFCO, Chatham—*Location of Transmitter:* Wm. Pitt Hotel. *Make:* Composite. *Towers:* Two, 60 feet, atop hotel bldg. *Speech Input:* Composite. *Microphones:* RCA, Amperite.

CKMC, Cobalt—Data not furnished.

CKPR, Fort William-Port Arthur—*Location of Transmitter:* Memorial Blvd., Port Arthur. *Make:* Marconi. *Tower:* One Blaw-Knox, 300 feet. *Speech Input:* Northern. *Microphones:* WE.

CHML, Hamilton—*Make:* Marconi. *Towers:* Two, 106 feet. *Speech Input:* Marconi. *Microphones:* WE, RCA.

CKOC, Hamilton—Data not furnished.

CKCA, Kenora—*Make:* Marconi. *Tower:* One, 135 feet.

CFRC, Kingston—*Location of Transmitter:* Fleming Hall. Data not furnished.

CJKL, Kirkland Lake—Data not furnished.

CFPL, London—*Location of Transmitter:* Hotel London. *Make:* Northern. *Towers:* Two Walkerville Bridge Co., 70 feet. *Speech Input:* Composite. *Microphones:* Northern.

CFCH, North Bay—Data not furnished.

CBO, Ottawa—*Location of Transmitter:* Hurdman's Bridge. *Make:* Northern. *Towers:* Two, 200 feet. *Speech Input:* Northern. *Microphones:* Northern, RCA.

CKCO, Ottawa—*Location of Transmitter:* Boom Island, Que. *Make:* Northern. *Towers:* Two, 125 feet. *Speech Input:* WE. *Microphones:* WE.

CFOS, Owen Sound—Data not furnished.

CFLC, Prescott—Data not furnished.

CKTB, St. Catharines—*Location of Transmitter:* Port Dalhousie. *Make:* RCA. *Tower:* One Blaw-Knox, 244 feet. *Speech Input:* Gates. *Microphones:* Universal, Gates, RCA.

CJIC, Sault Ste. Marie—*Location of Transmitter:* Sault Ste. Marie. *Make:* Northern. *Towers:* Two, 80 feet. *Speech Input:* Northern. *Microphones:* Northern.

CJCS, Stratford—*Location of Transmitter:* Windsor Hotel. *Make:* Composite. *Towers:* Two, 150 feet. *Speech Input:* Composite. *Microphones:* RCA, Radio Receptor.

CKSO, Sudbury—*Location of Transmitter:* Sudbury. *Make:* Marconi. *Towers:* Two, 100 feet. *Speech Input:* Marconi. *Microphones:* WE.

CKGB, Timmins—*Location of Transmitter:* Timmins. *Make:* Composite. *Towers:* Two, 85 feet. *Microphones:* RCA.

CBL, Toronto—*Location of Transmitter:* Hornby, Ont. *Make:* Northern. *Tower:* One, 647 feet. *Speech Input:* Northern.

CBY, Toronto—*Location of Transmitter:* 805 Davenport Rd. *Make:* Northern. *Speech Input:* Northern. *Microphones:* RCA, Northern.

CFRB, Toronto—*Make:* Rogers. *Towers:* Two Ont. Wind Engine & Pump, 300 feet. *Speech Input:* Northern. *Microphones:* Northern, RCA.

CKCL, Toronto—*Location of Transmitter:* 20 Trinity St. *Make:* Marconi. *Towers:* Two Ajax, 120 feet. *Speech Input:* Marconi. *Microphones:* RCA, WE.

CKCR, Waterloo-Kitchener — *Location of Transmitter:* Waterloo. *Make:* Marconi. *Towers:* Two, 75 feet. *Speech Input:* Hammond. *Microphones:* Northern.

CKLW, Windsor—*Location of Transmitter:* Sandwich South, Ontario. *Make:* WE. *Tower:* 1 Blaw-Knox, 279 feet. *Speech Input:* Northern. *Microphones:* WE, RCA.

CKNX, Wingham—*Location of Transmitter:* Field's Bldg. *Make:* Composite. *Towers:* Two, 100 feet. *Speech Input:* Composite. *Microphones:* WE.

FCC Rules Governing Mobile Press Service

Effective January 1, 1939

Sec. 130.20—Special press service. The term "special press service" means a limited radio communication service for the transmission of news items or other related material to or from fixed and mobile stations.

Sec. 130.21—Mobile press station. The term "mobile press station" means a station open to public correspondence operating in the special press service for radiotelegraph communication between maritime mobile stations and land stations or with stations of scientific expeditions away from the United States.

Sec. 130.22—Relay press station. The term "relay press station" means a station licensed to transmit to or from points where other communication facilities are not available, news for publication, or orders, instructions, or inquiries concerning such news to be published by the licensee and other publishers of the same news, or to be disseminated by the news association with which the licensee is regularly affiliated.

Sec. 133.01—Frequencies. The following frequencies are allocated for use by mobile press stations and are available for Type A1 and A2 emission:

a. Stations east of the Mississippi River:

4705	8360	16750
6450	11355	22250

b. Stations west of the Mississippi River:

6440	11340	22225
8350	16700	

Relay Press Stations
(portable, mobile and portable-mobile)

Sec. 133.20—Eligibility for license. A license for a relay press station will be issued only to newspapers and press associations; *provided*, however, that in cases where it is impractical, impossible, or prohibited by laws or regulations for the newspaper or press associations to install, operate or maintain the necessary equipment under its legal control, the Commission may grant special temporary authority for the purpose of covering a single specific event to other persons to operate as a relay press station equipment already licensed for another service, or equipment which may be installed without construction permit.

Sec. 133.21—Special temporary authority. Each request from a person other than a publisher of a newspaper or a press association, for temporary authority to operate a relay press station shall be accompanied by a supporting request from the publisher or press association for whom the news is to be collected.

Sec. 133.22—Frequencies. The following groups of frequencies are allocated for assignment to relay press stations and are available for type A1, A2 and A3 emissions:

Group A. For portable-mobile equipment and portable equipment of less than 1 watt power:

30860 kilocycles	33260 kilocycles
33980 "	35180 "
37420 "	

Group B. For low power portable equipment with maximum power of 50 watts:

31980 kilocycles	33020 kilocycles
33580 "	35960 "
39020 "	39980 "

Sec. 133.23—Availability of frequencies. Subject to the restrictions set forth in Section 133.22 any or all of the frequencies available for relay press stations may be authorized to any licensee.

PRINCE EDWARD ISLAND

CFCY, Charlottetown—*Location of Transmitter:* West Royalty, P. E. I. *Make:* Composite. *Towers:* Two Dominion Bridge, 150 feet. *Microphones:* RCA.

CHCK, Charlottetown—Data not furnished.

CHGS, Summerside—*Location of Transmitter:* Summerside. *Make:* Composite. *Towers:* Two Composite, 100 feet. *Speech Input:* Gates. *Microphones:* Gates.

FCC Rules and Regulations Governing Operation of Certain Low Power Radio Frequency Electrical Devices

(Ordered Effective November 21, 1938)

Rule 25.01. Pending the acquiring of more complete information regarding the character and effects of the radiation involved, the following provisions shall govern the operation of the low power radio frequency electrical devices hereinafter described.

Rule 25.02. With respect to any apparatus which generates a radio frequency electromagnetic field functionally utilizing a small part of such field in the operation of associated apparatus not physically connected thereto and at a distance not greater than $\frac{157{,}000}{\text{f. (kc.)}}$ ft $\left(\frac{\lambda}{2\pi}\right)$ the existing Rules and Regulations of the Commission shall not be applicable, provided:

(a) That such apparatus shall be operated with the minimum power possible to accomplish the desired purpose.

(b) That the best engineering principles shall be utilized in the generation of radio frequency currents so as to guard against interference to established radio services, particularly on the fundamental and harmonic frequencies.

(c) That in any event the total electromagnetic field produced at any point a distance of $\frac{157{,}000}{\text{f. (kc.)}}$ ft. $\left(\frac{\lambda}{2\pi}\right)$ from the apparatus shall not exceed 15 microvolts per meter.

(d) That the apparatus shall conform to such engineering standards as may from time to time be promulgated by the Commission.

Rule 25.03. The provisions of Rules 25.01 and 25.02 shall not be construed to apply to any apparatus which causes interference to radio reception.

Rule 25.04. Upon request, the Commission will inspect and test any apparatus described in Rules 25.01 and 25.02, and on the basis of such inspection and test, formulate and publish findings as to whether such apparatus does or does not comply with the above conditions, and issue a certificate specifying conditions of operation to the party making such request.

QUEBEC

CBJ, Chicoutimi—*Location of Transmitter:* Chicoutimi. *Make:* Marconi. *Towers:* Two 76 feet. *Speech Input:* Marconi. *Microphones:* RCA.

CKCH, Hull — *Location of Transmitter:* Chelsea Rd. *Make:* Marconi. *Tower:* One Blaw-Knox, 204 feet. *Speech Input:* Marconi. *Microphones:* Marconi.

CBF, Montreal—*Location of Transmitter:* Vercheres, Que. *Make:* Northern. *Tower:* One, 585 feet. *Speech Input:* Northern. *Microphones:* Northern.

CBM, Montreal—*Location of Transmitter:* La Prairie, Que. *Make:* Marconi. *Towers:* Two Canadian Bridge, 300 feet. *Speech Input:* Marconi. *Microphones:* WE, RCA.

CFCF, Montreal — *Location of Transmitter:* Mount Royal Hotel. *Make:* Marconi. *Towers:* Two Dominion Bridge, 75 feet atop bldg. *Speech Input:* Marconi. *Microphones:* Marconi, RCA, WE.

CHLP, Montreal—*Location of Transmitter:* 180 E. St. Catharines St. *Make:* Northern. *Towers:* Two Northern, 150 feet. *Speech Input:* Northern.

CKAC, Montreal—*Location of Transmitter:* St. Hyacinthe, Que. *Make:* WE. *Towers:* Two Dominion Bridge, 310 feet. *Speech Input:* WE, RCA. *Microphones:* RCA, WE.

CHNC, New Carlisle—*Make:* WE. *Towers:* Two, 135 feet. *Speech Input:* WE.

CBV, Quebec—*Location of Transmitter:* Charlesbourg, Que. *Make:* Marconi. *Towers:* Two Dominion Bridge, 208 feet. *Speech Input:* Northern. *Microphones:* WE.

CHRC, Quebec—*Location of Transmitter:* Victoria Hotel. *Make:* Marconi. *Tower:* One, 45 feet. *Speech Input:* Powell. *Microphones:* RCA, WE.

CKCV, Quebec—*Location of Transmitter:* 254 Marguerite Bourgeois Ave. *Make:* Marconi. *Towers:* Two, 100 feet. *Speech Input:* Northern. *Microphones:* Northern.

CJBR, Rimouski—*Location of Transmitter:* N. D. du Sacre-Coeur. *Make:* Marconi. *Tower:* One, 195 feet. *Speech Input:* Marconi. *Microphones:* Northern.

CKRN, Rouyn—Construction permit granted; data not available.

CHGP, St. Anne de la Pocatiere—*Location of Transmitter:* St. Anne de la Pocatiere. *Make:* Marconi. *Towers:* Two, 150 feet. *Speech Input:* Collins. *Microhones:* RCA.

CHLT, Sherbrooke—*Location of Transmitter:* 14 13th Ave., Sherbrooke, East, Que. *Make:* Marconi. *Tower:* One Ajax Engineering, 200 feet. *Speech Input:* Collins. *Microphones:* WE, RCA.

CHLN, Three Rivers—*Location of Transmitter:* La Banlieve, Trois-Rivieres. *Make:* Marconi. *Tower:* One, 200 feet. *Speech Input:* Collins. *Microphones:* WE, RCA.

SASKATCHEWAN

CHAB, Moose Jaw—*Location of Transmitter:* Grant Hall Hotel. *Make:* Marconi. *Towers:* Two, 60 feet. *Speech Input:* Northern, Collins, RCA. *Microphones:* RCA.

CHNB, North Battleford — Construction permit granted, data not available.

CKBI, Prince Albert—*Location of Transmitter:* Prince Albert. *Make:* Northern. *Tower:* One, 125 feet. *Speech Input:* Northern. *Microphones:* WE, RCA.

CJRM, Regina—*Location of Transmitter:* Pilot Butte, Sask. *Make:* Northern. *Tower:* One Blaw-Knox, 404 feet. *Speech Input:* Northern. *Microphones:* Northern.

CKCK, Regina—*Location of Transmitter:* Victoria Plains. *Make:* RCA. *Tower:* One Timber Engineering, 255 feet. *Speech Input:* RCA. *Microphones:* RCA.

CBK, Saskatoon—Construction permit granted, data not available.

CFQC, Saskatoon—*Location of Transmitter:* Saskatoon. *Make:* Marconi. *Towers:* Two, 175 feet. *Speech Input:* Gates, Marconi. *Microphones:* RCA, Brush.

CJGX, Yorkton—*Location of Transmitter:* Yorkton. *Make:* Northern. *Speech Input:* Northern. *Microphones:* Northern.

Paul F. Godley
Consulting Radio Engineer

Phone
Montclair (N. J.) 2-7859

DIRECTORY OF CENTRAL AMERICAN BROADCASTING STATIONS

(Including the West Indies)

(From Latest Data Obtainable from Radio Administrations in Each Country and Other Official Sources)

** Denotes time is sold for advertising, according to best available information.*

BAHAMAS

[Receiving Sets, 1,200.† Set Tax, 5 Shillings]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Nassau	ZNS	Government	540	400

†As of Aug. 17, 1938. Log compiled as of Aug. 17, 1938.

BRITISH HONDURAS

[Receiving Sets, 800.† Set Tax, $1]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Belize	ZIKZ	Government	10600	200

†As of Sept. 27.

COSTA RICA

[Receiving Sets, 15,000.† No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Alajuela	T15CV	*Carlos Videche Aguilar	575	100
Cartago	T13TS	*Tobias Solano A.	900	100
Heredia	T14NRH	*Armando Cespedes M.	980	750
"	T14WX	*Ernesto Gonzales F.	690	250
San Jose	TIJV	*Juan Vargas	1120	250
" "	TIEM	*Rafael Hine Ch.	1400	250
" "	TIEP	*Eduardo Pinto H.	830	3,000
" "	TIFA	*Francisco Arie	1000	250
" "	TIFP	*Fernando Poveda M.	1050	50
" "	TIGPH	*Gonzalo Pinto H.	1225 650	500 1,000
" "	TIHO	*Guillermo Zuniga R.	1030	250
" "	TILJ	*Lola Monje Peralta	775	450
" "	TILS	*Luis Saenz Mata	880	500
" "	TIMC	*Mariano Coronado	1175	100
" "	TING	*Narciso Garcia	1090	375
" "	TIPG	*Perry Girton	625	5,000
" "	TIRCC	Carlos Borge (Prbo)	1200	500
" "	TIRH	*Ruben Hoffman	950	2,000
" "	TIRM	*Rafael Merino	750	500
" "	TIRS	*Rogelio Sotela B.	925	100
" "	TIVL	*Vincente Lines	860	50
" "	TIXD	*Andrea Venegas	800	100
" "	TI4GH	*Gonzalo Garcia	730	1,000

SHORT WAVE STATIONS

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Heredia	TI4NRH	*Amando Cespedes	9670	500
Puntarenas	TI8WS	Abel Salazar F.	6150	1,000
San Jose	TIEP	*Eduardo Pinto H.	6700	1,000
" "	TIGPH	*Gonzalo Pinto H.	5820	1,000
" "	TIPG	*Perry Girton	6410	1,000
" "	TIRCC	Carlos Borge (Prbo)	6550	500

†As of Sept. 28, 1938. Log compiled as of Sept. 28, 1938.

HAITI

[Receiving Sets, 2,583.† Set Tax, 20c per tube]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Port au Prince	HHK	Radio-Haiti‡ (Temporarily off air as of Dec. 1, 1937)	....	....
"	HHW	*Ricardo C. Widmaier, Jr.	1230	100

SHORT WAVE STATIONS

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Port au Prince	HH2S	*Societe Haitienne de Radiodiffusion	5915	100
"	HH3W	*Ricardo C. Widmaier, Jr.	9645	100

†As of July 31, 1938. Log compiled as of Aug. 20, 1938.

‡Off the air since Dec. 1, 1937. On June 9, 1938, a concession was granted by the Haitian Government to the "Societe auxiliaire d'Etudes et de Gestion" to operate a radio broadcast and television station in Haiti. A local company, Radio-Haiti, was formed to exploit this concession, but has not yet begun operations.

CUBA

[Receiving Sets, 150,000.† No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Bayamo	CMKL	*Alberto Alvarez Ferrera	950	200‡
Caibarien	CMHD	*Manuel Alvarez	1270	200
Camaguey	CMJA	*Rafael Valdes Jimenez	860	200
"	CMJC	*Miguel Guillen Perez	1390	200
"	CMJE	*Primo Alonso Casares	1230	200
"	CMJF	*John L. Stowers	930	200
"	CMJX	*Rodolfo Gonzalez Solis	740	200
"	CMJK	*Jones Castrillon y Co.	1290	200
"	CMJW	*Andres Moran Cisneros	1070	200
Cardenas	CMGE	*Genaro Sabater	1370	200
Ciego de Avila	CMJH	*Luis Marauri	1360	200
" "	CMJI	*Gilberto Gessa	1130	200
" "	CMJO	*Bonifacio Ildefonso	1260	200
Cienfuegos	CMHJ	*Romualdo Ugalde	1160	200
"	CMHM	*Jose R. Femenias	1450	200
"	CMHX	*Francisco Chavarry Fuster	1480	200
Cruces	CMHK	*Virgilio Villanueva	1210	200
Guantanamo	CMKS	*Candido Savon Suarez	710	200
Guines	CM9RT	*Raul Torres Pardal	1580	200
Havana	CMBC	*Domingo Fernandez Cruz	1140	200
"	CMBD	*Luis Perez Garcia	550	200
"	CMBF	*Cia. Cubana de Radio y Television S. A.	1560	5,000
"	CMBG	*John L. Stowers	690	200-D
"	CMBH	*Alberto Alvarez Ferrerra	1600	5,000
"	CMBL	*Cambo y Gabriel S.A.	750	200
"	CMBQ	*Rufino Pazos Hernandez	1320	5,000
"	CMBS	*Enrique Artalejo	1170	200
"	CMBX	*Vicente Espinosa	1080	200
"	CMBY	*Callejas y Estefani	1440	200
"	CMBZ	*Manuel y Guillermo Salas	940	200
"	CMC	*Rafael Valdes	1530	200
"	CMCA	*Augusto Testar y J. M. Gonzalez	1350	200
"	CMCB	*Metropolitan Radio de Cuba S.A.	1230	200
"	CMCD	*La Voz del Aire S.A.	630	15,000
"	CMCF	*Dr. Oscar Gutierrez Sanchez	810	5,000
"	CMCG	*La Onda S.A.	1290	200
"	CMCJ	*Rafael Rodriguez	1110	200
"	CMCK	*Luis Casas Romero	970	5,000
"	CMCM	*Cia. Transradio Columbia S.A.	850	200
"	CMCO	*Enrique Lasanta	1200	200
"	CMCP	*Radio Populaire S.A.	1050	200
"	CMCQ	*Andres Martinez	1410	200
"	CMCR	*Aurelio Hernandez	660	200-D
"	CMCU	*Jorge Garcia Serra	780	200
"	CMCW	*Jose Vilarino	1380	200
"	CMCX	*Juan de Dios Carreno	1470	200
"	CMCY	*Manuel D. Autran	590	15,000
"	CMK	*Fausto Montiel	720	200
"	CMOA	*Juan Fernandez Duran	910	200-D
"	CMOX	*Perez y Chisholm	1500	200
"	CMQ	*Combo y Gabriel S.A.	1010	25,000
"	CMW	*Troncoso y Gil	880	200
"	CMX	*Francisco Lavin	1260	200
Holguin	CMKF	*Manuel J. de Gongora	1460	200
"	CMKO	*Manuel Angulo Farran	1280	200

CUBA—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Manzanillo	CMKM	*Raimundo Comas Soler	1080	200
Matanzas	CMGF	*Bernabe R. de la Torre	1120	200
"	CMGH	*Manuel Garcia Alvarez	790	200
"	CMGC	*Ascar S. Mechoso	1400	200
Moron	CMJP	*Cesar Canals	1420	200
Palma Soriano	CMKZ	*Joaquin Venero Obregon	1430	200
Pinar del Rio	CMAB	*Francisco Martinez	1240	200
Placetas	CMHP	*Guevara y Gonzalez	1100	200
Sagua Grande	CMHA	*Abelardo Menocal	1090	200
" "	CMHO	....	870	200
Santa Clara	CMHI	*Laviz y Paz	1060	200
" "	CMHW	*Guillermo D. Galisch	680	200
Santiago de Cuba	CMKD	*Radio Emisora CMKD	910	1,000
" "	CMKQ	*Mario Abril Dumois	1490	200
" "	CMKG	*Emilio Grau Medina	1150	200
" "	CMKC	*Pinol Battle y Co.	1250	200
" "	CMKR	*Jaime Nadal	1400	200
" "	CMKW	*Claudio Alvarez Soriano	750	200
" "	CMKX	*Oscar Vidal Benitez	1190	200
Sancti-Spiritus	CMHB	*V. E. Weiss y O. Ramirez	1240	200
Trinidad	CMHT	*Fernando E. Soto	920	200
		SHORT WAVE STATIONS		
Camaguey	COKG	*E. Grau Medina	6200	1.200
"	COJK	*Jones Castrillon y Cia.	8663.9	1.000
Havana	COCD	*La Voz del Aire S.A.	6130	250
"	COCH	*General Broadcasting Co.	9437	1,000
"	COCM	*Cia. Transradio Columbia S.A.	9833	1,000
"	COCO	*Luis Casas Romero	6010	1,000
"	COCQ	*Cambo y Gabriel	9670	5,000
"	COCX	*Francisco Lavin	11650	1,000
"	CLA-5	Direccion de Radio	11250	200
"	CLX	Observatorio Nacional	13990 9500 8415 6995 3497	250
"	....	Ejercito Constitucional (in project)	4290 6390	....
Matanzas	COGF	*Bernabe R. de la Torre	11800	1,000

†As of Nov. 1, 1938. Log compiled as of Nov. 1, 1938.
‡Stations listed as operating at 200 watts power are licensed to operate at 100-200 watts.

EL SALVADOR

[Receiving Sets, 8,000-10,000.† Set Tax, 5 Colones‡]

San Salvador	YSS	*Government	640	500
" "	YSP	*Fernando Alvayeros Sosa	780	50
		SHORT WAVE STATIONS		
San Salvador	YSM	Government	11710	400
" "	YSD	"	7894	400
" "	YSP	*Fernando Alvayeros Sosa	10400	150

†As of Nov. 1, 1938. Log compiled as of Nov. 1, 1938.
‡Collection of this tax is negligible.

HONDURAS

[Receiving Sets, 16,000.† No Set Tax]

Tegucigalpa	HRN	*Rafael Ferrari, Paul John	1575	50
		SHORT WAVE STATIONS		
La Ceiba	HRD	*Juan Ordonez, Habencia Fernandez	6235	200
San Pedro Sula	HRP1	*Filiberto Diaz Zelaya	6351	75
Tegucigalpa	HRN	*Rafael Ferrari, Paul John	5875	750

†Estimated as of Oct. 10, 1938. Log compiled as of Oct. 10, 1938.

DOMINICAN REPUBLIC

[Receiving Sets, 7,000.† Set Tax, 50 Cents Annually‡]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Cuidad Trujillo	HIG	*Andres Cordero	900	100
" "	HIL	*J. C. Teixido	1111	20
" "	HIT	*F. A. Sanabia	1050	100
" "	HIX	*Gobierno Dominicano	800	800
" "	HIZ	*Frank Hatton	1370	100
" "	HI4D	*Dr. L. Santamaria	1010	20
" "	HI6Y	*Alfonso Cuervo	1400	25
" "	HI7P	*J. M. Roques Roman	1300	25
" "	HI8Q	*Abbes & Garcia	1475	100
San Fco. Macoris	HI4V	*Luis Raul Betances	850	100
San P. Macoris	HIH	*Domingo Dominguez	1391	75
" " "	HI1J	*F. M. Donastorg	930	40
Santiago	HI1A	*Rafael Western	1410	75
		SHORT WAVE STATIONS		
Ciudad Trujillo	HIG	*Andres Cordero	6280 6290	100
" "	HIL	*J. C. Teixido	6500	20
" "	HIN	*Guido Alessandro	6243 11260	700
" "	HIT	*F. A. Sanabia	6330	100
" "	HIZ	*Frank Hatton	6316	350
" "	HI1X	*Gobierno Dominicano	6340	900
" "	HI2D	*Accion Catolica Dom.	6206	100
" "	HI2X	*Gobierno Dominicano	11960	900
" "	HI3X	* " "	15380	900
" "	HI4D	*Dr. L. Santamaria	6555	20
" "	HI6H	*Luis A. Prince, Sr.	6600	25
" "	HI7P	*J. M. Roques Roman	6655	20
La Romana	HI3C	*Antonio Herrero H.	6105	30
La Vega	HI5G	*Jose J. Secin	6660	30
Puerto Plata	HI5P	*J. M. Modesto	6565	30
San Cristobal	HI8T	*Raul Henriquez	6122	30
San Fco. Macoris	HI4V	*Luis Raul Betances	6450	100
San P. Macoris	HIH	*Domingo Dominguez	6814	75
" " "	HI1J	*F. M. Donastorg	5865	40
Santiago	HI1A	*Rafael Western	6182	75
"	HI1L	*Maria Josefa Tavarez	6480	100
"	HI1S	*Generoso Sarnelli	6420	200
"	HI3U	*Fernando Bertran	6015	100
"	HI9B	*Jacinto L. Sanchez	6675	100

†As of Oct. 15, 1938. Log compiled as of Oct. 15, 1938.
‡Tax law not enforced in practice, and it is estimated not more than 25% of owners pay Set Tax.

GUATEMALA

[Receiving Sets, 12,000.† Set Tax, $3.00 per Annum]

Guatemala	TG1	*Departamento de Communicaciones Electricas	1310	300
"	TGW	*Ministerio de Fomento	1520	5,000
"	TGX	*Periodico "Liberal Progresista"	1400	100
Quezaltenango	TGQ	*Departamento de Communicaciones Electricas	1450	300
		SHORT WAVE STATIONS		
Guatemala	TG2	*Departamento de Communicaciones Electricas	6190	300
"	TG2X	Policia Nacional	5940	300
"	TGS	Casa Presidencial	5715	150
"	TGWA	*Ministerio de Fomento	9450	10,000
"	TGWB	*Ministerio de Fomento	6122	1,000
Quezaltenango	TGQA	*Departamento de Communicaciones Electricas	6400	300

†As of Sept. 28, 1938. Log compiled as of Sept. 28, 1938.

MEXICO

[Receiving Sets, 300,000-350,000.† No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Aguascalientes	XEBI	*Pedro C. Rivas	1000	25
Cananea	XEFQ	*Pedro L. Diaz	1010	50
Chihuahua	XEBU	*Feliciano Lopez Islas	1240	50
"	XEFI	*Feliciano Lopez Islas	1440	250
Cordoba	XEAG	*Diodoro Zuniga	1310	10
Durango	XEBP	*Manuel Cano Maldonado	1150	250
"	XEE	*Alejandro O. Stevenson, Jr.	1210	50
Guadalajara	XEA	*Alberto Palos Sauza	1060	125
"	XED	*Cia. Radiofonografica, S. A.	1160	2,500
General Anaya	XEDA	*Pedro R. Diaz	1220	200
Guaymas	XEDR	*Modesto Ortega	1490	100
Guzman	XEBA	*Javier Velasco	1080	20
Hermosillo	XEBH	*Carlos Balderrama	930	500
Hidalgo del Parral	XEAT	*David G. Cervantes	1210	250
Irapuato	XEBO	*Alfonso Martinez	1310	25
Juarez	XEF	*Gilberto Gil	1450	100
"	XEFV	*Dario Cordoba	1210	50
"	XEJ	*Pedros Meneses, Jr.	1020	1,000
"	XEP	*Esteban Parra	1160	500
Leon	XEFM	*Raul Ortiz Gonzalez	1160	20
"	XEKL	*Hemmer y Romero	1240	500
Matamoros	XEAM	*Manuel L. Salinas	750	25
Mazatlan	XEBL	*Ignacio L. Sais	1220	50
Merida	XEFC	*Julio Molina Font	1340	100
"	XEME	*Perfecto Villamil Cisero	1240	50
"	XEZ	*Jorge L. Palomeque	630	500
Mexicali	XEAA	*Alberto Gonzalez	750	200
"	XEAO	*Chavez y Castro Sucs.	660	250
"	XECL	*Alfonso A. Lacarra	960	1,000
Mexico City	XEAI	*Carmen Gutierrez	1250	500
"	XEAL	*Cia. Pan-American de Radio	660	1,000
"	XEAP	*Emilo Manzanilla	1340	50
"	XEB	*E. Buen Tono, S. A.	1030	10,000
"	XEBS	*Maria Remedios Delgado	1340	200
"	XEBZ	*Refugio Esparza Vda. de Valezzi	810	100
"	XEFO	*Partido Revolucion Mexicana	940	5,000
"	XEJP	*Salvador Monterrubio R.	1130	100
"	XEJW	*Dr. Jose Luis Garza G.	870	500
"	XEK	*Arturo Martinez	990	100
"	XEL	*Financeria de Inversiones, S. A.	1150	250
"	XELZ	*Maria Cardona de Zetina	1370	100
"	XEMX	*Alfonso Traslosheros Avalos	1280	100
"	XEN	*Guillermina P. de del Conde	780	1,000
"	XERC	*Carlos Dragome Narro	870	500
"	XEW	*Cadena Radiodifusora Mexicana	890	100,000
Minatitlan	XEDW	*Hector Silva Canto	1150	20
Monterrey	XEFB	*Jesus Quintanilla	870	200
"	XEG	*Rodolfo Junco de la Vega	1230	250
"	XEH	*Radio Tarnava	720	250
"	XET	*El Pregonero del Norte, S. A.	690	5,000
"	XEX	*El Heraldo del Comercio, S. A.	1310	125
Morelia	XEI	*Carlos Gutierrez	1370	125
Nogales	XEAF	*Francisco G. Elias	990	750
Nuevo Laredo	XEBK	*G. Guajardo y M. M. Cortes	1080	100
"	XEDF	*Ruperto Villarreal	810	100
"	XEFE	*Rafael T. Carranza	980	250
"	XENT	*Cia. Industrial Universal, S. A.	910	150,000
Piedras Negras	XEMU	*Cia. Radio Difusora de Piedras Negras, S. A.	580	250
"	XEPN	*Cia. Radio Difusora de Piedras Negras, S. A.	730	100,000
Puebla	XETH	*Ramon Huerta	1210	100
Reynosa	XEAW	*Cia. Internacional Difusora de Reynosa	960	100,000
Sabinas	XEBX	*Benito Garza Ortegon	640	250
Saltillo	XEAS	*Manuel R. Rodriguez	1160	1,000
San Luis Potosi	XECZ	*Zeferino Z. Jimenez	1370	100
Tampico	XEFW	*Flores y Martinez	1310	300
"	XECA	*Nicolas M. Picot	1230	250
"	XES	*Fernando Sada	990	250
Tia Juana	XEAC	*Jorge I. Rivera	980	1,000
"	XELO	*Cia. Radio Difusora de Piedras Negras, S. A.	670	50,000
"	XEBG	*Angel B. Fernandez	820	1,000
"	XEC	*Luis E. Enciso	1150	100
"	XEMO	*Fernando Federico Ferreira	860	5,000
"	XEOK	*Carlos de la Sierra	760	200
Toluca	XEAB	*Dario Jorge Alva	1060	250
Torreon	XETB	*Aurelia G. Zaragoza	1310	500
Vera Cruz	XETF	*Jose Rodriguez Lopez	1220	12
"	XEU	*Ferando Pazos	1010	250
Villa Acuna	XERA	*Cia. Mex. Radiodifusora Fronteriza, S. A.	840	250,000
"	XEDH	*Vicente Hernandez	1340	200
Zucatecas	XEAZ	*Eduardo Thompson	1080	20
		SHORT WAVE STATIONS		
Guadalajara	XECU	*Ramon Loreto	6075	45
"	XEDQ	*Radiofonografica de Guadalajara	9520	100
Hermosillo	XEBR	*Carlos Balderrama	11820	150
Jalapa	XEBF	*Pedro Coronel Aburto	6090	100
Mexico City	XEBT	*El Buen Tono, S. A.	6000	500
"	XEUZ	*Partido Revolucion Mexicana	6130 11880	100
"	XEWW	*Cadena Radiofusora Mexicana	6080 9500 15160	10,000
Monterrey	XETA	El Pregonero del Norte	11760	1,000
Tampico	XETW	*Flores y Martinez	6045	100
Vera Cruz	XEFT	*Jose Rodriguez Lopez	9550	12
"	XEUW	*Fernando Pasos Sosa	6020	20
		CULTURAL STATIONS		
Mexico City	XEWI	Institucion Mundial de la V. I.	6015 11900	400
		OFFICIAL STATIONS		
Jalapa	XEXB	Gobierno del Estado de Veracruz	1270	250
"	XEXD	Gobierno del Estado de Veracruz	1340	350
Mexico City	XECR	Secretaria de Relaciones Exteriores	7380	20,000
"	XEDP	Dept. de Publicidad y Propagando	1080	500
"	XEXA	Secretaria de Educacion Publica	6133 11880	100
"	XEXX	Universidad Nacional de Mexico	1170	1,000
Texcoco	XEXE	M. Ayuntamiento de Texcoco	1270	17

†Estimated as of Sept. 1, 1938. Log compiled as of Oct. 6, 1938.

NICARAGUA

[Receiving Sets, 4,000.† No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
		SHORT WAVE STATIONS‡		
Managua	YNLF YNLFF	*La voz de Nicaragua, Moises Lefranc	7660 9660	80
"	YNLG	*Ruben Dario, Constantino Lacayo & Benjamin Guerra	6610	100
"	YNLGG	*La voz de los Lagos, R. Ernesto Gutierrez U.	6535	80
"	YNOP	*Radio Bayer, Edmundo Tefel & Ernesto Andrea	5758	1,000
"	YNPR	*Pilot, Rodolfo Sengelmann, A. Majewsky	7700 7900 8200 8400 8580	500

†As of Oct. 18, 1938. Log compiled as of Oct. 18, 1938.
‡There are no long-wave stations in Nicaragua.

PANAMA

[Receiving Sets, 10,000.† No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Colon	HP5O	*La Voz de la Victor	1440	250
Panama City	HP5C	*Radio Miramar	730	100
"	HP6O	*La Voz de Panama	1358	250
"	HPO	*Ron Dalley	2340	1,000
		SHORT WAVE STATIONS		
Colon	HP5F	*La Voz de Colon	6050	150
"	HP5K	*La Voz de la Victor	6005	300
Panama City	HP5A	*Radio-Teatro Estrella de Panama	11700	300
"	HP5B	*Radio Miramar	6030	100
"	HP5G	*Ron Dalley	11780	800
"	HP5H	*Voice of the People	6122	400
"	HP5J	*La Voz de Panama	9590	250

†Estimated as of Aug. 24, 1938. Log compiled as of Aug. 24, 1938.

NEWFOUNDLAND

[Receiving Sets, 12,000†. Set Tax, $2.00 Annually]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
St. Johns	VOWR	Wesley United Church	675	500
"	VOGY	*Dominion Broadcasting Co., Ltd.	840	100
"	VONF	*Dominion Broadcasting Co., Ltd.	1195	100
"	VOCM	*Colonial Broadcasting System	1006	100
"	VOAR	Seventh Day Adventists	1300	20
"	VOAS	*Ayre & Sons, Ltd.	940	100
		ST. PIERRE-MIQUELON		
		[Receiving Sets 500†. Set Tax 25 Francs Annually]		
St. Pierre	FQN	St. Pierre Radio Club	609	500

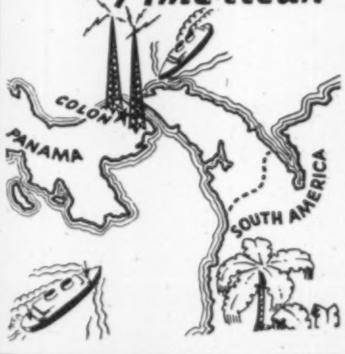
*Denotes time is sold for advertising.
†As of September 30, 1938.
Log compiled as of September 30, 1938.

PHILIPPINE ISLANDS

[Receiving Sets, 30,449†.]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Manila	KZRM	*Far Eastern Broadcasting Co.	618.5	25,000
"	KZEG	* " " " "	780	1,000
"	KZIB	*I. Beck Inc.	900	1,000
		SHORT WAVE STATION		
Manila	KZRM	*Far Eastern Broadcasting Co.	9570	1,000

*Denotes time is sold for advertising.
†As of October 11, 1938.
Log compiled as of September 1, 1938.



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and the
CANAL ZONE
buy American

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HP5K-HP5O
LA VOZ *de la* VICTOR
Colon *Republic of* Panama
1440 *and* 6005 KCS.
RCA EQUIPMENT
TRP News • NBC Thesaurus

HOC
780 KC.
Panama, *Republic of* Panama

Big 1939 Radio Outline Map

(31 by 21½ Inches)

RADIO Outline Map of the United States and Canada, showing the location of all broadcasting stations. Shown also are county outlines, time zones and the number of stations in each city. The reverse side of the map carries a complete log of U. S. and Canadian broadcast stations, alphabetically by state, city, and call letters, with frequencies and powers shown. *Printed on white ledger paper that permits the use of ink.* Mailed flat.

Ideal for

- ☆ Advertising Agencies
  In Mapping spot and network campaigns
- ☆ Radio Advertisers
  In mapping markets and campaigns
- ☆ Station—Sales and Engineering
  In defining coverage, market and areas
- ☆ Station Representatives
  In mapping stations

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BROADCASTING
Broadcast Advertising
National Press Bldg. Washington, D. C.

DIRECTORY OF SOUTH AMERICAN BROADCASTING STATIONS

(From Latest Data Obtainable from Radio Administrations in Each Country and Other Official Sources)

** Denotes time is sold for advertising, according to best available information.*

ARGENTINE

[Receiving Sets, 1,100,000.† No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Bahia Blanca	LU2	*Radio Bahia Blanca (Camilio V. Bertorini)	900	2,500
"	LU7	*Radio General San Martin (Volturno Gennari)	1240	2,500
Buenos Aires	LR1	*Radio El Mundo (Empresa Edit. Haynes Ltda. S. A.)	1070	50,000
"	LR2	*Radio Argentina (Alfredo Schroeder)	910	10,000
"	LR3	*Radio Belgrano (Jaime Yankelevich)	950	35,000
"	LR4	*Radio Splendid (Antonio C. Devoto)	900	16,000
"	LR5	*Radio Excelsior (Alfredo B. Dougall)	830	29,250
"	LR6	*Radio Mitre (S. A. La Nacion)	870	25,000
"	LR8	*Radio Paris (C. R. Scherrer y Cia.)	1150	6,500
"	LR9	*Radio Fenix (Gregorio Echavarria)	1030	5,000
"	LR10	*Radio Cultura (Radio Cultura S. Resp. Ltda.)	790	11,500
"	LRA	*Radio del Estado (Direccion General de Correos y Telegrafos)	750	10,000
"	LS1	*Radio Municipal (Municipalidad de la Capital)	710	50,000
"	LS2	*Radio Prieto (Teodoro Prieto)	1190	30,000
"	LS3	*Radio Ultra (S. A. Radiodifusora Ultra)	630	5,000
"	LS4	*Radio Portena (Juan G. Gonzalez Speroni)	670	10,000
"	LS5	*Radio Rivadavia (Enrique Caride)	1110	5,000
"	LS6	*Radio del Pueblo (Ricardo A. Bernotti)	1350	6,000
"	LS8	*Radio Stentor (S. A. Stentor, Publicidad Radio)	1230	15,000
"	LS9	*Radio La Voz del Aire (S. A. La Voz del Aire)	1270	6,000
"	LS10	*Radio Callao (Victor J. Ruano)	590	6,000
Com. Rivadavia	LU4	*Radio Comodoro Rivadavia (Cia. Broadcasting de la Patagonia)	640	1,000
Cordoba	LV2	*Radio Central (Luis Maunier)	960	5,000
"	LV3	*Radio Cordoba (Alberto P. Brouard)	620	7,000
Corrientes	LT7	*Radio Provincia Corrientes (Gobierno Prov. Corrientes)	1340	1,000
Mendoza	LV10	*Radio de Cuyo (Marcelino Aparicio)	1210	2.500
Mar del Plata	LU6	*Radio Atlantica (Jose Zaccagnini)	1300	500
La Plata	LR11	Radio Universidad Nacional de La Plata (Universidad Nacional de La Plata)	1390	500
"	LS11	*Radio Provincia de Buenos Aires (Gobierno Prov. Bs. Aires)	1310	30,000
Resistencia	LT5	*Radio Chaco (Jose M. Noveri)	1160	1,500
Rio Gallegos	LU12	*Radio Rio Gallegos (Cia. Broadcasting de la Patagonia)	680	1,000
Rosario	LT1	*Radio del Litoral (Fernando Maliandi)	780	6,000
"	LT3	*Radio Soc. Rural Cerealistas (Soc. Rural de Cerealistas)	1080	5,100
"	LT8	*Radio Rosario (Alfredo B. Dougall)	840	1,000
Salta	LV9	Radio Provincia de Salta (Gobierno Prov. Salta)	970	1,000‡
San Juan	LV1	*Radio Graffigna (S. A. Graffigna Ltda.)	730	1,000
"	LV5	*Radio Los Andes (Soc. C. Rodriguez Vila y Cia.)	1090	1,500
San Rafael	LV4	*Radio San Rafael (Julio Silva)	690	1,000
Santa Fe	LT9	*Radio Roca Soler (Roca Hermanos y Cia.)	1200	1,000
"	LT10	Radio del Inst. Social de la Universidad Litoral	1320	500
Stgo. del Estero	LV11	*Radio del Norte (S. A. El Liberal)	1170	2,500
Tucuman	LV7	*Radio Tucuman (Gongalez Acha y Munoz)	820	2,500
"	LV12	*Radio Aconquija (Soc. Resp. Lda. Radio Aconquija)	580	5,000
		SHORT WAVE STATIONS		
Buenos Aires	LRU	*Radio El Mundo (Empresa Editorial Haynes Ltda.)	15290	7,000
"	LRX	*Radio El Mundo (Empresa Editorial Haynes Ltda.)	9660	7,000
"	LRA	*Radio del Estado (Direccion General de Correos Telegrafos)	6180	1,000
"	LRA1	*Radio del Estado (Direccion General de Correos Telegrafos)	9690	10,000
"	LRA2	*Radio del Estado (Direccion General de Correos Telegrafos)	11730	1,000

†As of Oct. 21, 1938. Log compiled as of Oct. 21, 1938.
‡Under construction.

BOLIVIA

[Receiving Sets, 20,000.† No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
La Paz	CP3	*Radio Nacional, Costas Hermanos	1230	5,000
"	CP4	*Radio Illimani, Compania Radio Boliviana	1040	10,000
"	CP10	*Radio La Paz, Gonzalo Munoz Ascarrunz	1150	120
"	CP14	*Radio La Noche, Sociedad Anonima Radio La Noche	1260	50
"	CP18	*Luis Cortadellas	1300	100
		SHORT WAVE STATION		
La Paz	CP5	*Radio Illimani, Compania Radio Boliviana	6080	1,000

†As of Oct. 25, 1938. Log compiled as of Nov. 10, 1938.

BRAZIL

[Receiving Sets, 420,000.† No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Araraquara	PRD4	*Radio Cultura de Araraquara	1570	500
Bauru	PRG8	*Bauru Radio Club	1210	250
Belem	PRC5	*Radio Club de Para	670	2,000
Bello Horizonte	PRH6	*Sociedade Radio Guarany	1340	3,000
"	PRI3	*M. Geraes	880	22,800
"	PRC7	*Sociedade Radio Mineira	690	3,000
Blumenau	PRC4	*Radio Club de Blumenau	1330	250
Campinas	PRC9	*Sociedade Radio Educadora de Campinas	1170	500
Campos	PRF7	*Radio Cultura de Campos	1330	2,000
Cruzeiro	PRG6	*Radio Sociedade Mantiqueira	640	500
Curityba	PRB2	*Radio Club Paranaense	1420	2,000
Fortaleza	PRE9	*Ceara Radio Club	1320	2,000
Franca	PRB5	*Radio Club Hertz	1240	250
Jaboticabal	PRG4	*Radio Club de Jaboticabal	1250	250
Jahu	PRG7	*Radio Sociedade Jahuense	1010	250
Joao Pessoa	PRI4	*Governo do Estado da Parahaba	1110	10,000
Juiz de Fora	PRB3	*Radio Sociedade de Juiz de Fora	620	500

BRAZIL—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Marilia	PRI2	*Radio Club de Marilia	1090	550
Nictheroy	PRE6	*Radio Sociedade Fluminense	1470	1,000
“	PRD8	*Radio Club Fluminense	1320	1,000
Pelotas	PRH4	*Sociedade Radiocultura de Pelotas	1320	500
Petropolis	PRD3	*Petropolis Radio Diffusora S. A.	1480	1,000
Piracicaba	PRD6	*Radio Club de Piracicaba	820	250
Pocos de Caldas	PRH5	*R. Cultura de Pocos de Caldas	1160	250
Porto Alegre	PRH2	*Radio Sociedade Farroupilha Ltda.	600	25,000
“	PRC2	*Radio Sociedade Gaucha	680	5,000
“	PRF9	*Radio Diffusora Porto Alegrense	1440	3,000
Recife	PRA8	*Radio Club de Pernambuco	720	25,500
Ribeirao Preto	PRA7	*Radio Club de Ribeirao Preto	730	500
Rio Claro	PRF2	*Radio Club de Rio Claro	1460	250
Rio Preto	PRB8	*Radio Rio Preto S. A.	640	250
Santos	PRG5	*Sociedade Radio Atlantica	580	750
“	PRB4	*Radio Club de Santos	1450	1,000
Sao Paulo	PRAE4	*Soc. de Radio Cultura a Voz de Espaco	300	5,000
“	PRA5	*Radio Sao Paulo	1260	5,000
“	PRA6	*Sociedade Radio Educadora Paulista	760	10,000
“	PRB6	*Sociedade Radio Cruzeiro de Sul	1200	5,000
“	PRB9	*Radio Sociedade Record	1000	20,000
“	PRE7	*Sociedade Radio Cosmos	1410	5,000
“	PRF3	*Radio Diffusora Sao Paulo	960	5,000
“	PRG2	*Radio Tupy S. A.	1040	25,000
“	PRG9	*Radio Excelsoir	1100	20,000
“	PRH3	*Radio Piratininga	620	5,000
“	PRH9	*S. Bandeirante de R. Diffusao	840	5,000
Sao Salvador	PRA4	*Radio Sociedade da Bahia	740	10,000
Sorocaba	PRD7	*Radio Club de Sorocaba	1080	500
“	PRD9	*Radio Sociedade de Sorocaba	970	250
Rio de Janeiro	PRA2	*Ministerio da Educacao	800	25,000
“	PRA3	*Radio Club de Brasil	860	10,000
“	PRA9	*Radio Sociedade Mayrink Veiga	1220	22,000
“	PRB7	*Sociedade Radio Educadora de Brasil	900	5,000
“	PRC8	*Radio Sociedade Guanabara	1360	5,000
“	PRD2	*Sociedade Radio Cruzeiro de Sul	1060	10,000
“	PRD5	*Instituto de Educacao	1450	1,000
“	PRE2	*Radio Vera Cruz	1430	5,000
“	PRE3	*Radio Transmissora Brasileira	1180	10,000
“	PRE8	*Sociedade Radio Nacional	980	22,000
“	PRF4	*S. A. Jornal de Brasil	940	10,000
“	PRG3	*Radio Tupy S. A.	1280	10,000
“	PRH8	*Radio Ipanema S. A.	1130	5,000
Uberaba	PRE5	*Radio Soc. Triangulo Mineio	1390	500
		SHORT WAVE STATION		
Pernambuco	PRA8	Radio Club Pernambuco	6010	5,000

†As of Nov. 15, 1937. Log compiled as of Aug. 22, 1938.

BRITISH GUIANA

[Receiving Sets, 1,800.† Set Tax, $1]

Georgetown	VP3BG	*British Guiana United Bcstg. Co. Ltd.	6130	....‡

†As of Aug. 27, 1938. Log compiled as of Sept. 1, 1938.
‡No definite information on power available, but reported as very low, the station operating on an experimental license.

CHILE

[Receiving Sets, 80,000.† No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Antofagasta	CA127	*Raquel Palma	1270	100
“	CA141	*Angel Garcia y Cia.	1410	1,000
Chillan	CC127	*Rafael Barrios	1270	100
“	CC133	*Miguel Arrau	1330	100
Concepcion	CC64	Hucke y Cia. Ltd.	640	100
“	CC117	*Frederico Sanchez	1170	100
“	CC141	*Pedro Lopez de Heredia	1410	100

CHILE—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Coquimbo	CB96	*Puerta Hermanos	960	200
Curico	CC96	*Alberto Guerra	960	100
Iquique	CA63	*Antonio Cajiao	630	250
Punta Arenas	CD103	*Romon Verde	1030	100
“	CD111	*Emilio Turina	1110	100
“	CD136	*Inez Diaz Paz	1360	100
Osorno	CD112	*David Arriagada	1120	100
Puerto Montt	CD147	*Tomas Ginart	1470	100
Quillota	CB113	*Abdon Salinas	1130	100
Rancagua	CC109	*Jorge Romero	1090	100
“	CC145	*Guillermo Espinosa	1450	100
Santiago	CB57	*Soc. Nac. de Agricultura	570	10,000
“	CB62	*International Machinery Co.	620	1,000
“	CB78	*Cooperativa Vitalicia	780	1,000
“	CB82	*Soc. Per. El Diario Ilustrado	820	1,000
“	CB89	*Otto Becker Ltd.	890	1,000
“	CB93	*Orlandini y Raggio Ltd.	930	10,000
“	CB97	*Soc. Industrial de Maquinarias	970	1,000
“	CB101	*Heriberto Bewais	1010	1,000
“	CB106	*Manuel Casabianca	1060	5,000
“	CB114	*Spencer y Vivado Ltd.	1140	5,000
“	CB118	*Markoff Hnos. Ltd.	1180	10,000
“	CB126	*Felix Vasquez	1260	1,000
“	CB130	*Enrique Becker Germain	1300	....
“	CB134	*German Holtehuer	1340	1,000
“	CB138	*Empresa Per. El Mercurio	1380	5,000
“	CB144B	*Spitz y Cia.	1440	100
“	CB144C	*Ernesto Clark	1440	100
“	CB150	*Markoff Hnos. Ltd.	1500	10,000
San Antonio	CB140	*Enrique Yanez	1400	100
Talca	CC67	*Raul Grez	670	100
“	CC143	*Enrique Garcia	1430	100
Talcahuano	CC84	*Francisco Morales	840	100
Temuco	CC58	*Luis E. Brain	580	500
“	CC125	*Carlos Kaehler	1250	100
Tocopilla	CA90	*Hilda Cuellar	900	100
Valdivia	CD69	*Arturo Lara Soriano	690	1,000
“	CD132	*Carlos Cockbaine	1320	100
Valparaiso	CB76	*Cooperative Vitalicia	760	10,000
“	CB84	*Spencer y Vivado Ltd.	840	1,000
“	CB90	*Empresa Per. El Mercurio	900	1,000
“	CB103	*Fundacion Santa Maria	1030	400
“	CB116	*Oscar Cornejo Harker	1160	1,000
“	CB120	*Spencer y Vivado Ltd.	1200	1,000
“	CB124	*Ramon y Fernando Garcia y Cia.	1240	250
“	CB132	*David Wallace	1320	1,000
“	CB147	*Calcagno y Widow Ltd.	1470	1,000
Vina del Mar	CB64	*Adriano Iz	640	1,000
“	CB68	*Renard y Garcia Tello	680	1,000
“	CB111	*Joaquin Venegas	1110	1,000
		SHORT WAVE STATIONS		
Santiago	CB946	*Markoff Hnos. Ltd.	9460	5,000‡
“	CB960	*Enrique Humeres	9600	100
“	CB1170	*Otto Becker Ltd.	11700	150
“	CB1174	*Orlandini y Raggio Ltd.	11740	1,000
“	CB1180	*Soc. Nacional de Agricultura	11800	1,000
“	CB1185	*Jorge Echegoyen	11850	2,500
Valdivia	CD1190	*Arturo Lara Soriano	11900	250

†As of Aug. 15, 1938. Log compiled as of Aug. 17, 1938.
‡Under construction.

COLOMBIA

[Receiving Sets, 63,000.† No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Aguadas (Caldas)	HJ6FAJ	*Roberto Pelaez	1500	25
Barranquilla	HJ1ABA	*Voz de Barranquilla, Clara E. de Buitrago	1330	251
"	HJ1ABH	*Emisora Atlantico, Andres G. Jimeno	1080	500
"	HJ1ABK	*Voz de la Patria, Mario Luis Hernandez	1310	251
"	HJ1ABN	*Voz de la Victor, Gabriel Paez Reina	1140	251
Bogota	HJ3CAB	*Emisora Nueva Granada, Roberto Ramirez	1120	960
"	HJ3CAC	*Voz de Bogota, Gustavo Uribe	870	1,000
"	HJ3CAE	*Voz de Bogota, Gustavo Uribe	1220	460
"	HJ3CAG	*Radio Santa Fe, Julio Bernal	1060	251
"	HJ3CAI	*Voz de la Victor, Manuel J. Gaitan	1160	2,400
"	HJ3CAJ	*Radio Mundial, Vicente Garcia	1380	300
"	HJ3CAK	*Ecos del Tequendama, Pedro P. Martinez Q.	1290	251
"	HJ3CAL	*Emisora Cundinamarca	590	251
"	HJ3CAM	Colombian Government	970	5,000
"	HJ3CAW	*La Nueva Granada, Roberto Ramirez	970	2,500
"	HJ3CAZ	*Voz de Colombia, Cipriano Rios Hoyos	1040	1,100
Bucaramanga	HJ7GAK	*Radio Santander, Francisco Bueno	1280	280
"	HJ7GAE	*Radio Bucaramanga, Emilio Montoya	1130	350
Cali	HJ5EAB	*Voz del Valle, Eduardo Cordoba	1150	300
"	HJ5EAF	*Voz de Igueronia, H. Bueno D.	1340	251
"	HJ5EAE	*Radio Cali, Jose T. Calderon	1090	251
"	HJ5EAC	*Radio Jorge Isacs, Manuel Gomez P.	1300	251
Cartagena	HJ1ABF	*Laboratorios Fuentes, Jose M. Fuentes	1240	251
"	HJ1ABR	*Radio Cartagena, R. Lequerica G.	1400	251
Cienaga	JH2BAI	*Ecos del Cordoba, Victor R. Pereira	1430	250
Cucuta	HJ2BAC	*Voz de Cucuta, Pompilio Sanchez	1270	251
Manizales	HJ6FAD	*Radio Manizales, Alberto Hoyos	1390	480
"	HJ6FAX	*Emisora Electra, Antonio Pinzon	1260	251
Medellin	HJ4DAC	*Voz de la Montana, Francisco Cuartas	1350	251
"	HJ4DAV	*Voz del Hogar, Octavio Gaviria	1420	250
"	HJ4DAK	*Voz de Antioquia, Carlos Escobar P.	1250	750
"	HJ4DAQ	*Emisora Claridad, Alberto Estrada	1320	1,800
"	HJ4DAR	*Voz del Triumfo, Luis Eduardo Ramirez	1380	251
"	HJ4DAT	*Radio Notivara, Joaquin Londono	1370	251
Monteria	HJ1ABL	*Jose M. Fuentes	1410	251
"	HJ1ABM	*Julio Sanchez	1210	251
Pereira	HJ6FAE	*Cesar Arango	1470	251
"	HJ6FAF	*Antonio Giraldo	1350	453
Popayan	HJ5EAG	*Voz Belalcazar, Pablo Barbosa V.	1450	200
Sincelejo	HJ1ABC	*Eugenio Quintero	550	30
Yarumal	HJ4DAI	*Ecos del Norte, Ramon Correa	1420	30
		SHORT WAVE STATIONS		
Armenia	HJ6FAH	*Voz de Armenia, Hoyos & Gutierrez	4875	600
Barranquilla	HJ1ABB	*Voz de Barranquilla, Clara E. de Buitrago	4785	600
"	HJ1ABG	*Emisora Atlantico, Andres G. Jimeno	6042.3	600
Bogota	HJ3CAD	*Emisora Nuevo Granada, Colombia Broadcasting	4845	720
"	HJ3CAF	*Voz de Bogota, Gustavo Uribe	4795	750
"	HJ3CAH	*Voz de la Victor, Manuel J. Gaitan	4895	720
"	HJ3CAX	*Voz de Colombia, S. A., Cipriano Rios Hoyos	6122	750
Bucaramanga	HJ7GAB	*Radio Santander, Francisco A. Bueno	4775	750
"	HJ7GAD	*Radio Bucaramanga, Emilio Montoya	9630	650
Cali	HJ5EAD	*Voz del Valle, Eduardo Cordoba	4825	720
Cartagena	HJ1ABE	*Laboratorios Fuentes, Jose M. Fuentes	4835	525
"	HJ1ABP	*Radio Cartagena, R. Lequerica G.	9616	608
Cucuta	HJ2BAB	*Voz de Cucuta, Pompilio Sanchez	4815	600
Ibague	HJ6FAI	*Lamus, Rivera & Barrios	4795	501
Manizales	HJ6FAB	*Radio Manizales, Alberto Hoyos	4805	501
Medellin	HJ4DAE	*Voz de Antioquia, Carlos Escobar P.	6145	700
"	HJ4DAP	*Emisora Claridad, Alberto Estrada	4885	501
"	HJ4DAU	*University of Antioquia, Clodomiro Ramirez, Rector	8650	250
Pereira	HJ6FAC	*Voz de Pereira, Cesar Arango M.	6054.3	501
Quibdo	HJ4DAG	*Government of the National Intendency of Choco	5984	150
Santa Marta	HJ2BAJ	*Voz de Santa Marta, Julio Sanchez	4865	751

†As of June 1, 1938. Log compiled as of Oct. 17, 1938.

ECUADOR

[Receiving Sets, 6,500.† Set Tax 10.00 Sucres]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Guayaquil	HC2CW	*Ondas del Pacifico	900	25
"	HC2ET	*El Telegrafo	1160	40
"	HC2JSB	*Ecuador Radio	1100	200
"	HC2RB	*Erick Williams	1250	300
"	HC2ROZ	*Radio Ortiz	1200	100
Quito	HCJB	*La Voz de los Andes	978	100
		SHORT WAVE STATIONS		
Ambato	HC1VT	*La Voz del Tunguragua	6550	30
Guayaquil	HCODA	*La Voz del Alma	9447	300
"	HCT	Government	5003	300
"	HC2CW	*Ondas del Pacifico	8400	10
"	HC2ET	*El Telegrafo	4600	300
"	HC2RB	*La Voz del Litoral	9800	50
"	HC2RL	Quinta Piedad	6647	200
"	HC2JSB	*Ecuador Radio	7854	200
"	HC2ROZ	*Radio Ortiz	7500	100
Portoviejo	HCJB4	*Voz de Manabi	4300	25
Quito	HCETC	*Teatro Bolivar	9351	100
"	HCJB	*La Voz de los Andes	4107 12460	200 1,000
"	HC1EC	*El Comercio	8600	50
"	HC1GQ	Nariz del Diablo	9163	150
"	HC1PM	*El Palomar	5725	150
"	HC1RE	La Voz de la Sierra	6320	25
"	HC1RJ	El Dia	7600	50
"	HC1RV	Diario Hablado	3937	50
Riobamba	PRADO	Carlos Cordovez	6618	2,000

†As of Sept. 1, 1938. Log compiled as of Oct. 31, 1938.

PARAGUAY

[Receiving Sets, 11,200.† No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Asuncion	ZP1	*Artaza Hermanos	970	100
"	ZP4	*Irsen & Sacarello	730	100
"	ZP5	*Alfonso Sa	1360	100
"	ZP6	*Jordan Livieres	1300	100
"	ZP9	*Artaza Hermanos	920	1,500
"	ZP10	Hipolito Carron	1330	100
"	ZP11	*Juventud Antoniana	1200	100
"	ZP13	*Fulvio Picozzi Villagra	1430	100
Encarnacion	ZP3	*Julio Cormillot	900	100
		SHORT WAVE STATIONS		
Asuncion	ZP8	*Irsen & Saccarello	5505	150
Villarrica	ZP14	*Friedmann Hermanos	6000	230

†As of Oct. 15, 1938. Log compiled as of Oct. 31, 1938.

PERU

[Receiving Sets, 35,000.† No Set Tax]

Ica	OAX5B	*J. J. Antonio Umbert	1280	200
Lima	OAX4A	Government	854	10,000
"	OAX4B	*Empresa Peruana Parlante Bolivar y Carcovich	1200	250
"	OAX4E	*Ing. Juan P. Goicochea	960	200
"	OAX4J	*Ràdio Internacional	1100	250
"	OAX4L	*Radio Miraflores	1250	200
		SHORT WAVE STATIONS		
Chiclayo	OAX1A	*J. Carlos Mountjoy	6150	200
Cuzco	OAX7A	*Carlos Lizarraga Fisher	6128	100
Huancayo	OAX4P	*J. Alberto Madueno	5968	250
Ica	OAX5C	*J. J. Antonio Umbert	9590	150
Lima	OAX4G	*Empresa Peruana Parlante Bolivar y Carcovich	6230	250
"	OAX4I	*Radio Internacional	9520	200
"	OAX4T	*Government	9562	10,000
"	OAX4Z	* "	6080	15,000
Trujillo	OAX2A	*Rafael Larco Hoyle	11790.6	250

†As of Nov. 15, 1938. Log compiled as of Oct. 25, 1938.

URUGUAY

[Receiving Sets, 130,000.† No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Canelones	CW47	*Rafael J. Espiga	1480	250
Colonia	CW37	*R. Bernotti	1400	4,500
Durazno	CW25	*Artola, Evangelista Cia.	1430	500
Florida	CW33	*O. F. Barreiro	1200	75
Lavalleja	CW43	*Volante y Harispuru	1470	100
Montevideo	CX4	Direccion Agronomia	610	1,000
"	CX6	S. O. D. R. E.	650	10,000
"	CX8	*Ramon Puyal	690	500
"	CX10	Ferrera, Gestoso y Cia.	730	1,000
"	CX12	*Luis A. Artola	770	1,000
"	CX14	*"El Espectador"	810	5,000
"	CX16	*S. A. D. R. E. P.	850	10,000
"	CX18	*"El Espectador"	890	1,000
"	CX20	*Carlos L. Romay	930	2,000
"	CX22	*Harispuru Hnos.	970	250
"	CX24	*S. A. D. R. E. P.	1010	2,500
"	CX26	*Figuera, Canepa y Cia.	1050	2,000
"	CX28	*L. A. Gori Salvo	1090	3,000
"	CX30	*Barlecce, Silva y Larrea	1130	500
"	CX32	*Bianchi y Patron	1170	500

URUGUAY—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
"	CX34	*Figuera, Canepa y Cia.	1210	500
"	CX36	*Vasquez y Walder	1250	250
"	CX38	S. O. D. R. E.	1290	5,000
"	CX40	*Julio J. Rabassa	1330	500
"	CX42	*Hector Vernazza	1370	500
"	CX44	‡S. A. D. R. E. P.	1410	500
"	CX46	*Vitale y Bertacchi	1450	1,500
"	CX48	*Vasquez y Cia.	1490	1,500
"	CX50	Dr. B. Ayala	1530	300
Paysandu	CW35	*S. A. D. R. E. P.	1240	250
"	CW39	*Miguel Pena	1320	100
Rivera	CW19A	*J. D. Garcia	1340	60
Rocha	CW19	*Harispuru y Machado	1340	50
Salto	CW23	*Domingo Giordano	820	250
"	CW27	*Ernesto Popalka	680	250
"	CX31	*Salvador E. Pera	1120	250
San Jose	CW41	*Harispuru y Bruccoleri	1360	50
"	CW47-A	*Fassola Hnos. y Munoz	1460	100
Soriano	CW29	*Pedro Telesca	1080	50
		SHORT WAVE STATIONS		
Montevideo	CXA1	‡S. A. D. R. E. P.	11945	2,500
"	CXA2	*Racine y Cassiols	6000	5,000
"	CXA3	‡H. L. A. Landeira	6075	2,500
"	CXA4	S. O. D. R. E.	6125	5,000
"	CXA5	‡Figueira Canapa y Cia.	9485	2,500
"	CXA6	‡S. O. D. R. E.	9550	2,500
"	CXA7	‡Figueira Canapa y Cia.	11735	2,500
"	CXA8	*Isaac Raisenvitz	9625	2,500
"	CXA9	‡"El Espectador"	9440	2,500
"	CXA10	‡S. O. D. R. E.	11895	2,500
"	CXA11	‡Francisco Gomez Cibils Cia.	5920	2,500
"	CXA12	‡Francisco Gomez Cibils Cia.	11945	2,500
"	CXA13	‡Jaime Yanelevitz	6155	2,500
"	CXA14	‡Isaac Raisenvitcz	15160	2,500
"	CXA15	‡Jaime Yanklevich	9735	2,500
"	CXA16	‡Figueira Canapa y Cia.	15380	2,500
"	CXA17	‡Figueira Canpa y Cia.	17800	2,500
"	CXA18	‡S. O. D. R. E.	15300	2,500
"	CXA19	‡"El Espectador"	11695	2,500
"	CXA20	‡S. A. D. R. E. P.	9700	2,500
"	CXA21	‡S. O. D. R. E.	26500	2,500
"	CXA22	‡S. O. D. R. E.	29500	2,500
"	CXA23	‡S. O. D. R. E.	43500	2,500
"	CXA24	‡S. O. D. R. E.	58000	2,500

†As of Sept. 1, 1938. Log compiled as of Sept. 7, 1938.
‡Under construction as of Sept. 7, 1908.

VENEZUELA

[Receiving Sets, 86,000.† No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Barquisimeto	YV3RC	*Arturo Ramos Maggi	1270	250
"	YV3RE	*A. Segura	1475	300
Bolivar	YV6RA	*Enrique Torres Valencia	1400	250
"	YV6RD	*Miranda & Behrens	1450	250
Caracas	YV5RA	*Almacen Americano	960	5,000
"	YV5RB	*Herman Degwitz	1200	2,000
"	YV5RE	*Dr. Manuel de Goya	1110	200
"	YV5RG	*Gonzalo Veloz Mancera	1010	1,000
"	YV5RI	*Edmundo Suegart	1370	1,000
"	YV5RQ	*Victor M. Soto	882	1,000
"	YV5RR	*Mario Garcia Arocha	1320	1,800
La Guaira	YV5RK	*Gonzalo Veloz Mancera	1050	500

VENEZUELA—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Maracaibo	YV1RA	*Luis Garcia	1500	250
"	YV1RC	*Pedro A. Bermudez	1400	600
"	YV1RD	*Luis Mantellini Hijo	1153	250
"	YV1RF	*N. V. Quintero	1120	300
"	YV1RK	*Jose A. Higuera	1250	250
"	YV1RM	*Gilberto Rincon Harris	780	250
Maracay	YV4RG	*Luis Croquer	1153	200
San Cristobal	YV2RB	*J. M. Diaz Gonzalez	980	500
Valencia	YV4RA	*Herman Degwitz	1350	500
"	YV4RE	*Luis Croquer	1400	200
		SHORT WAVE STATIONS		
Barquisimeto	YV3RA	*Arturo Ramos Maggi	5880	300
"	YV3RB	* " " "	9565	300
"	YV3RD	*Amilcar Segura	6465	300
Bolivar	YV6RB	*Enrique Torres Valencia	6545	250
"	YV6RC	*Miranda & Behrens	6420	250
Edo. Carabobo	YV4RQ	*R. A. Segura	5020	2,000
Caracas	YV5RC	*Almacen Americano	5970	2,000
"	YV5RD	*Herman Degwitz	6158	1,000
"	YV5RF	*Dr. Manuel de Goya	6375	200

VENEZUELA—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Caracas	YV5RH	*Gonzalo Veloz Mancera	6400	500
"	YV5RJ	*Edmundo Suegart	6250	1,000
"	YV5RP	*Victor M. Soto	6270	1,000
"	YV5RS	*Mario Garcia Arocha	5835	600
Coro	YV1RI	*Roger Leyba	6210	300
"	YV1RJ	*Jose Mendoza	4970	500
Maracaibo	YV1RB	*Luis Garcia	5850	250
"	YV1RE	*Luis Mantellini Hijo	5830	250
"	YV1RH	*N. V. Quintero	6360	300
"	YV1RL	*Jose A. Higuera	5930	200
"	YV1RN	*Gilberto Rincon H.	6500	200
"	YV1RT	*Pedro A. Bermudez	4770	500
Maracay	YVQ	Government	6672	20,000
"	YV4RD	*Luis Croquer	6300	200
San Cristobal	YV2RA	*J. M. Diaz Gonzalez	5710	500
Valencia	YV4RB	*Herman Degwitz	6520	500
"	YV4RH	*Luis Croquer	5910	250
Valera	YV1RG	*L. Jelambi	6230	250

†As of June 9, 1938. Log compiled as of Nov. 4, 1938.

Allocations of Call Letters to Countries

(As Contained in the International Radio Convention Drawn Up at World Telecommunications Conference, Madrid, 1932)

COUNTRY	CALL SIGNAL
Chile	CAA-CEZ
Canada	CFA-CKZ
Cuba	CLA-CMZ
Morocco	CNA-CNZ
Cuba	COA-COZ
Bolivia	CPA-CPZ
Portuguese Colonies	CQA-CRZ
Portugal	CSA-CUZ
Uruguay	CVA-CXZ
Canada	CYZ-CZZ
Germany	D
Spain	EAA-EHZ
Irish Free State	EIA-EIZ
Republic of Liberia	ELA-ELZ
Persia	EPA-EQZ
Estonia	ESA-ESZ
Ethiopia	ETA-ETZ
Sarre Territory	EZA-EZZ
France and Colonies and Protectorates	F
Great Britain	G
Hungary	HAA-HAZ
Swiss Confederation	HBA-HBZ
Ecuador	HCA-HCZ
Republic of Haiti	HHA-HHZ
Dominican Republic	HIA-HIZ
Republic of Colombia	HJA-HKZ
Republic of Panama	HPA-HPZ
Republic of Honduras	HRA-HRZ
Siam	HSA-HSZ
Vatican City State	HVA-HVZ
Hedjaz	HZA-HZZ
Italy and Colonies	I
Japan	J
United States of America	K
Norway	LAA-LNZ
Republic of Argentina	LOA-LWZ
Luxembourg	LXA-LXZ
Lithuania	LYA-LYZ
Bulgaria	LZA-LZZ
Great Britain	M
United States of America	N
Peru	OAA-OCZ
Austria	OEA-OEZ
Finland	OFA-OHZ
Czechoslovakia	OKA-OKZ
Belgium and Colonies	ONA-OTZ
Denmark	OUA-OZZ
Netherlands	PAA-PIZ
Curacao	PJA-PJZ
Dutch East Indies	PKA-POZ
Brazil	PPA-PYZ
Surinam	PZA-PZZ
(Abbreviations)	Q
Union of Socialist Soviet Republics	R
Sweden	SAA-SMZ
Poland	SOA-SRZ
Egypt	STA-SUZ
Greece	SVA-SZZ
Turkey	TAA-TCZ
Iceland	TFA-TFZ
Guatemala	TGA-TGZ
Costa Rica	TIA-TIZ
France and Colonies and Protectorates	TKA-TZZ
Union of Socialist Soviet Republics	U
Canada	VAA-VGZ
Australian Commonwealth	VHA-VMZ
Newfoundland	VOA-VOZ
British Colonies and Protectorates	VPA-VSZ
British India	VTA-VWZ
Canada	VXA-VYZ
United States of America	W
Mexico	XAA-XFZ
China	XGA-XUZ
British India	XYA-XZZ
Afghanistan	YAA-YAZ
Dutch East Indies	YBA-YHZ
Iraq	YIA-YIZ
New Hebrides	YJA-YJZ
Latvia	YLA-YLZ
Free City of Danzig	YMA-YMZ
Nicaragua	YNA-YNZ
Rumania	YOA-YRZ
Republic of El Salvador	YSA-YSZ
Yugoslavia	YTA-YUZ
Venezuela	YVA-YWZ
Albania	ZAA-ZAZ
British Colonies and Protectorates	ZBA-ZJZ
New Zealand	ZKA-ZMZ
Paraguay	ZPA-ZPZ
Union of South Afric	ZSA-ZUZ

Paul F. Godley
Consulting Radio Engineer

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Montclair (N. J.) 2-7859

DIRECTORY OF EUROPEAN BROADCASTING STATIONS

(From Latest Data Obtainable from Radio Administrations in Each Country and Other Official Sources)

** Denotes time is sold for advertising, according to best available information.*

BELGIUM

[Receiving Sets, 1,097,062† Set Tax, 60 Francs]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Antwerp	ON4EB	*M. De Caluwe	1483 1492	130
Binche	....	*M. Laveine	1483 1492	130
Brussels	I.N.R. (French)	Institut National Belge de Radiodiffusion	620	15,000
"	I.N.R. (Flemish)	"	932	15,000
"	ON4RC	*M. Rombauts	1465	65
"	ON4GT	*M. Mestag	1465	65
Chatelineau	ON4CE	*M. Lucas	1483 1492 1500	130
Courtrai	......	*West Vlaamsche Radio	1474 1483	65
Ghent	......	Radio-Vlaanderen	1122 1492	130
Libramont	......	*M. Delrez	1483 1122	130
Liege	ON4RW	*M. Delvigne	1474 1500	65
"	ON4FC	*M. Lamboray	1474	65
"	ON4EX	*M. Habran	1474 1500	65
Loxbergen	......	*M. Keersmaekers	1500 1465	130
Seraing	......	*M. Henrion	1474 1500	65
Veller lle	......	*M. Tricote	1483 1474	65
Verviers	......	*M. Masson	1474 1483 1500	65
"	......	*M. Houben	1492 1500	65
		SHORT-WAVE STATION		
Brussels	ORK	Institut National Belge de Radiodiffusion	10330	9,000

†As of Aug. 31. 1938 Log compiled Nov. 1, 1938.

BULGARIA

[Receiving Sets, 42,000.† Annual Set Tax, 60 to 600 Leva]

Sofia	......	Administration des P.T.T. (Government)	850	750
"	......	"	850	100,000
Stara-Zagora	......	"	1402	2,000
Varna	......	"	1276	2,000

†As of Sept. 1, 1938. Log compiled as of Sept. 12, 1938.

CZECHO-SLOVAKIA

[Receiving Sets, 840,000.† Set Tax, 120 Crowns]

Banska Bystrica	......	Government	392	30,000
Bratislava	......	"	1004	13,500
Brno	......	"	922	32,000
Prague I	......	"	638	120,000
Prague II	......	"	1113	60,000 to 100,000
		SHORT WAVE STATIONS		
Prague	OLR2A	Government	6010	24,000 to 34,000
	OLR3A	"	9551	
	OLR4A	"	11839	
	OLR5A	"	15230	
	OLR2B	"	6030	
	OLR4B	"	11760	
	OLR5B	"	15320	
	OK1MPT	"	5145	

†Estimated as of Nov. 25, 1938. Log compiled as of Oct. 5, 1938.

DENMARK

[Receiving Sets, 757,888.† Receiving Tax, 10 Crowns]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Copenhagen	OXQ	Radioraadet (Government)	1176	10,000
Kalundborg	OXP	" "	240	60,000
		SHORT WAVE STATION		
Skamlebaek	OZF	Radioraadet (Government)	9520	6,000

†As of Nov. 30, 1938. Log compiled as of Sept. 14, 1938

ESTONIA

[Receiving Sets, 56,069.† Tax, Ekr. 9.00 to Ekr. 15.00]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Tallinn	......	*Riigi Ringhaaling (Government)	1366	1,000
Tartu	......	* " " "	512	500
Turi	......	* " " "	731	50,000

†As of Sept. 30, 1938. Log compiled as of Sept. 30, 1938.

FRANCE

[Receiving Sets, 4,587,065.† Set Tax, 15-200 Francs]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
		GOVERNMENT STATIONS		
Alpes-Grenoble	......	1 Rue Hauquelin Grenoble	583	15,000
Bordeaux-Lafayette	......	136 Rue Ernest-Renau, Bordeaux	1077	25,000
Limoges P.T.T.	......	6 Blvd. Victor-Hugo, Limoges	895	1,500
Lyon P.T.T.	......	47 Cours Gambetta, Lyon	648	90,000
Marseille-Provence	......	32 Rue Croix-de-Regnier, Marseille	749	100,000
Montpellier-Languedoc	......	9 Blvd. General Sarrail, Montpellier	1339	1,200
Nice-Cote d'Azur	......	2 Place Grimaldi	1185	60,000
Paris P.T.T.	......	103 Rue de Grenelle, Paris	695	120,000
Radio P.T.T. Nord	......	36 Blvd. de la Liberte, Lille	1213	60,000
Radio-Paris	......	11 Rue Francois ler, Paris	182	80,000
Rennes-Bretagne	......	Hotel des Postes, Rennes	1040	120,000
Strasbourg	......	11 Rue de la Nuce-Bleue, Strasbourg	859	100,000
Toulouse-Pyrenees	......	50 Rue Gambetta, Toulouse	776	120,000
Tour Eiffel	......	Grand Palais, Porte F., Paris	1456	5,000
		PRIVATE STATIONS		
*Bordeaux Sud Ouest	......	2 Cours Tournon, Bordeaux	1366	25,000
*Ile-de-France	......	11 Rue Christophe Colomb, Paris	1348	2,000
*Poste Parisien	......	4 Rue General Foy, Paris	959	60,000
*Radio Agen	......	Rue Lamouroux, Agen	968	1,500
*Radio Cite	......	1 Blvd. Haussmann, Paris	1068	2,000
*Radio Lyon	......	39 Rue Marseille, Lyons	1393	25,000
*Radio Mediterranee	......	Les Plateaux Fleuris, Antibes	1303	20,000
*Radio Montpellier	......	16 Rue de la Republique, Montpellier	968	2,000
*Radio Nimes	......	2 Rue Greffes, Nimes	1492	200
*Radio Normandie	......	Villa la Grandiere, Fecamp	1411	700
*Radio Toulouse	......	51 Rue Alsace-Lorraine, Toulouse	913	60,000
*Radio 37	......	35 Rue Francois ler, Paris	832	2,000
		SHORT WAVE STATIONS		
L'Etat Francais Pontoise	......	98 bis Blvd. Hausmann	15243 11885 11718	15,000
Essarts-le-Roi	......	"	17810 15130 11885 9550	25,000
		TELEVISION STATION		
Paris (Station d'Etat)	......	103 Rue de Grenelle	46 mc. (image) 42 mc. (sound)	25,000

†As of Nov. 1, 1938. Log compiled as of Oct. 3, 1938.

GERMANY

[Receiving Sets, 10,398,000.† Set Tax, 2 Reichmark per month]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Berlin	......	Reichs-Rundfunk-Gesellschaft (Government)	841	100,000
Bremen	......	“	1330	2,000
Breslau	......	“	950	100,000
Dresden	......	“	1285	250
“	......	“	1465	5,000
Flensburg	......	“	1330	2,000
Frankfurt Main	......	“	1195	25,000
Freiburg	......	“	1195	5,000
Gleiwitz	......	“	1231	5,000
Goerlitz	......	“	1231	5,000
Hamburg	......	“	904	100,000
Hanover	......	“	1330	2,000
Heilsberg	......	“	1031	100,000
Kaiserslautern	......	“	1429	500
Kassel	......	“	1195	500
Koeln	......	“	658	100,000
Koblenz	......	“	1195	2,000
Koenigswusterhausen	......	“	191	60,000
Koenigsberg	......	“	1348	2,000
Leipzig	......	“	785	120,000
Magdeburg	......	“	1330	500
Munich	......		740	100,000
Nuernberg	......	“	1267	2,000
Rathdamnitz	......	“	1330	1,000
Saarbruecken	......	“	1249	17,000
Stettin	......	“	1330	2,000
Stuttgart	......	“	574	100,000
Stolp‡	......	“	1330	....
Trier	......	“	1195	2,000
Troppau	......	“	1204	5,000

SHORT WAVE STATIONS

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Zeesen	DJA	Reichs-Rundfunk-Gesellschaft (Government)	9560	40,000
“	DJB		15200	40,000
“	DJC		6020	40,000
“	DJD	“	11770	40,000
“	DJE	“	17760	40,000
“	DJL	“	15110	40,000
“	DJM	“	6079	40,000
“	DJN	“	9540	40,000
“	DJZ	“	11801	40,000
“	DJP	“	11855	40,000
“	DJQ	“	15280	40,000
“	DJR	“	15340	40,000
“	DJX	“	9675	40,000

GERMAN AUSTRIA

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Graz	......	Reichs-Rundfunk-Gesellschaft (Government)	886	15,000
Innsbruck	......	“	519	1,000
Klagenfurt	......	“	1294	5,000
Linz, Donau	......	“	886	15,000
Salzburg	......	“	1348	2,000
Vorarlberg	......	“	1294	5,000
Vienna	......	“	592	100,000

AUSTRIAN SHORT WAVE STATIONS

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Vienna	DJY	Oesterr. Radio Verkehrs A.G. (Government)	6072	1,000
“	DJZ	“	11801	40,000

FREE CITY OF DANZIG

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Danzig	......	*Freie Stadt Danzig	1303	500

†As of Oct. 28, 1938, including Austria. Log compiled as of Oct. 28, 1938.

GREAT BRITAIN

(All Stations Operated by British Broadcasting Corp.)

[Receiving Sets, 8,758,050.† Set Tax, 10 Shillings Annually]

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31 Linenhall St., Belfast
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Broadcasting House
38 Park Place, Cardiff
Telephone: Cardiff 3207

West of England Region

Broadcasting House
21 Whiteladies Road,
Clifton, Bristol
Telephone: Bristol 33052

Station	Address	Frequency in Kilocycles	Power in Watts
Droitwich National	Wychbold, Nr. Droitwich, Worcestershire	200	150,000
North Regional	Moorside Edge, Slaithwaite, Nr. Huddersfield, Yorkshire	668	70,000
Scottish Regional	Westerglen, Nr. Falkirk, Stirlingshire	767	70,000
Welsh Regional	Washford, Nr. Watchet, Somerset	804	70,000
Burghead	Burghead, Morayshire	767	60,000
Penmon	Trof-y-Afon, Penmon, Anglesey	804	,000
London Regiona	Great North Road, Brookman's Park, Nr. Hatfield, Hertfordshire	877	70,000
Lisnagarvey	Hillsborough Road, Blairis, Nr. Lisburn, Northern Ireland	977	100,000
Midland Regional	Wychbold, Nr. Droitwich, Worcestershire	1013	70,000
West of England Regional	Washford, Nr. Watchet, Somerset	1050	50,000
Stagshaw	Whittington, Nr. Newcastle-upon-Tyne, Northumberland	1122	60,000
London National	Great North Road, Brookman's Park, Nr. Hatfield, Hertfordshire	1149	40,000
North National	Moorside Edge, Slaithwaite, Nr. Huddersfield, Yorkshire	1149	40,000
Scottish National	Westerglen, Nr. Falkirk, Stirlingshire	1149	50,000
Aberdeen	Redmoss, Nigg by Aberdeen	1285	5,000
Plymouth	Athenaeum Arcade, Plymouth	1474	300
Bournemouth	72 Holdenhurst Road, Bournemouth	1474	1,000

SHORT WAVE STATIONS

Station	Address	Frequency in Kilocycles	Power in Watts
GSA	Borough Hill, Daventry	6050	10,000 to 50,000
GSL	“ “	6110	
GSB	“ “	9510	
GSC	“ “	9580	
GSD	“ “	11750	
GSN	“ “	11820	
GSE	“ “	11860	
GSF	“ “	15140	
GSO	“ “	15180	
GSI	“ “	15260	
GSP	“ “	15310	
GSG	“ “	17790	
GSH	“ “	21470	
GSJ	“ “	21530	
GST	“ “	21550	

TELEVISION STATIONS

Station	Address	Frequency in Kilocycles	Power in Watts
Alexandra Palace	Alexandra Palace, London, N. 22	S. 41500 V. 45000	3,000 17,000

†As of October 1, 1938. Log compiled as of September 26, 19[illegible]

FINLAND

[Receiving Sets, 275,000.† Set Tax, 100 Finnish Marks]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Helsingfors I	......	Suomen Yleisradio (Government)	895	10,000
" II	......	" " "	1522	200
Joensuu	......	" " "	310	1,000
Kuopio	......	" " "	253	700
Lahti	No. 1	" " "	166	150,000 220,000
Oulu	......	" "	431	10,000
Pietarsaari	......	" " "	1500	250
Pori	......	" " "	749	1,000
Sortavala	......	" " "	527	1,000
Tampere	......	" " "	1348	700
Turku	......	" " "	1420	500
Vaasa	......	" " "	1420	10,000
Viipuri	......	" " "	527	10,000
		SHORT WAVE STATION		
Helsingfors III	OFH	Suomen Yleisradio (Government)	6120	200
Lahti II	OFD OFE	" " "	9500 11780	1,000
Lahti III	OIE OIH	" " "	15190 17800	1,000

†As of Oct. 31, 1938. Log compiled as of Oct. 31, 1938.

GREECE

[Receiving Sets, 23,000.†]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Athens‡	......	*Government	601	15,000

†As of Aug. 1, 1938. Log compiled as of Aug. 31, 1938.

HUNGARY

[Receiving Sets, 393,540.† 28.80 Pengo annually.]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Budapest	HAL	Magyar Telefonhirmondo es Radio (Government)	546	120,000
"	HAL2	"	359.5	18,000
Kassa	......	"	1158	10,000
Magyarovar	HAE2	"	1321	1,250
Miskolcz	HAE3	"	1438	1,250
Nyiregyhaza	HAE	"	1122	6,250
Pecs	HAE4	"	1465	1,250
		SHORT WAVE STATIONS		
Szekesfehervar	HAS3	Magyar Telefonhirmondo es Radio (Government)	15370	6,000
"	HAT4	"	9125	6,000

†As of Aug. 30, 1938. Log compiled as of Sept. 24, 1938.

ICELAND

[Receiving Sets, 14,780.† Set Tax, 30 Crowns]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Reykjavik [Eidar (Relay transmitter of 1 kw.)]	TFU	*Rikisutvarpid (Government)	208	100,000
		SHORT WAVE STATION		
Reykjavik	TFJ	Rikisutvarpid (Government)	12235	7,000

†As of July 1, 1938. Log compiled as of Oct. 13, 1938.
*Limited sale of time for advertising in Icelandic language.

IRELAND

[Receiving Sets, 145,184.† Set Tax, 10 Shillings]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Athlone	......	*Department of Post & Telegraph	565	100,000
Cork	6CK	" " " " "	1240	1,000
Dublin	2RN	" " " " "	1348	1,000

*Advertising from Irish industry only.
†As of Oct. 31, 1938. Log compiled as of Nov. 16, 1938.

ITALY

[Receiving Sets, 1,050,000.† Set Tax, 81 Lira]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Ancona	IAN	Ente Italiano per le Audizioni Radiofoniche (E.I.A.R.)	1357	1,000
Bari I	IBA1	"	1059	20,000
Bari II	IBA2	"	1357	1,000
Bologna	IBO	"	986	50,000
Bolzano	IBZ	"	536	10,000
Catania	ICT	"	565	3,000
Florence I	IFI1	"	610	20,000
Florence II	IFI2	"	1258	1,000
Genoa I	IGE1	"	1140	10,000
Genoa II	IGE2	"	1357	5,000
Milan I	IMI1	"	814	50,000
Milan II	IMI2	"	1357	4,000
Milan III	IMI3		1429	1,000
Naples I	INA1		1303	10,000
Naples II	INA2		1429	1,000
Palermo	IPA		565	3,000
Rome I	IRO1	"	713	100,000
Rome II	IRO2	"	1222	60,000
Rome III	IRO3	"	1357	1,000
Trieste	ITS	"	1140	10,000
Tripoli (Libya)	ITR	"	1104	50,000
Turin I	ITO1	"	1140	30,000
Turin II	ITO2	"	1357	5,000
Turin III	ITO3	"	1429	5,000
		SHORT WAVE STATIONS		
Rome Prato Smeraldo	I2RO1	Ente Italiano per le Audizioni Radiofoniche (E.I.A.R.)	6085	25,000
"	I2RO2	"	7000	25,000
"	I2RO3	"	9635	25,000
"	I2RO4	"	11810	25,000
"	I2RO5	"	15170	1,000
"	I2RO6	"	15310	2,000
Rome Monte Mario	......	"	43478	500
"	......	"	40540	2,000
		VATICAN CITY		
Vatican City	HVJ	Cite du Vatican	6190 11740 6030 9660 17840 9550 15121	25,000

†Estimated as of Jan. 1, 1939. Log compiled Oct. 20, 1938.

LATVIA

[Receiving Sets, 129,000.† Listening Tax, 20 Lats.]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Kuldiga	......	Ministry of Social and Public Affairs	1104	50,000
Liepaja	......	" " " " " "	1734	100
Madona	......	" " " " " "	583	50,000
Riga	......	" " " " " "	1258	15,000

†Estimated as of Dec. 1, 1938. Log compiled as of Sept. 26, 1938.

LITHUANIA

[Receiving Sets, 54,718.† Set Tax, Lits 1.5 to Lits 7.]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Babtai‡	......	*Public Activity Administration (Government)	155	60,000- 120,000
Kaunas	LYX	"	153	7,000
Klaipeda	LYY	"	565	10,000

†Registered as of Sept. 30, 1938. Log compiled as of Oct. 26, 1938.
‡Under construction to replace Kaunas in 1939.

LUXEMBURG

[Receiving Sets, 30,000.† No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Luxemburg	......	*Luxemburg Radio Co.	232	200,000

†As of Sept. 23, 1938.

NETHERLANDS

[Receiving Sets, 1,058,567.† No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Kootwijk[1]	Hilversum I	Govt. Postal Administration	160	10,000 120,000
Hilversum[2]	Hilversum II	N.V. Phillips Radio	995	15,000 60,000
Jaarsveld[3]	Jaarsveld	Nozema, Amsterdam	722	20,000
Bloemendaal	......	N.V. Phillips Radio	1220	100
		SHORT WAVE STATIONS		
Huizen[4]	PCJ	N.V. Phillips Radio	9590	60,000
"	PCJ2	" " "	15220	60,000
"	PHI	" " "	11730	24,000
"	PHI2	" " "	17770	24,000
"	PHI3	" " "	21480	10,000

†As of June 30, 1938, includes 356,177 "wired radio" connections. Log compiled as of Oct. 10, 1938.

[1] Operates with 10,000 watts during day and 120,000 watts at night.

[2] Operates with 15,000 watts during day and 60,000 watts at night, simultaneously with Hilversum I.

[3] Transmits programs formerly broadcast by Hilversum II.

[4] These stations broadcast chiefly to Dutch East Indies.

NORWAY

[Receiving Sets, 344,497.† Set Tax, 20 Kroner]

Bergen	LKB	*Norsk Rikskringkasting (Government)	260	20,000
" II (local)	LLE	" " "	355	1,000
Bodo	LKD	" " "	823	10,000
Finnmark	LKI	" " "	347	10,000
Fredrikstad	LKF	" " "	1276	1,000
Hamar	LKH	" " "	519	700
Kristiansand	LKK	" " "	629	20,000
Narvik	LKG	" " "	1222	300
Notodden	LKN	" " "	1357	250
Oslo	LKO	" " "	260	60,000
Porsgrunn	LKP	" " "	850	1,000
Rjukan	LKR	" " "	1348	150
Stavanger	LKS‡	" " "	832	10,000
Tromso	LKM	" " "	282	10,000
Trondheim	LKT	" " "	629	20,000
Vigra	LKA**	" " "	260	10,000
		SHORT WAVE STATIONS		
Jeloy	LKC	*Norsk Rikskringkasting (Government)	9530	1,000
Oslo	LKJ	" " "	6130	5,000
"	LKQ	" " "	11735	5,000
"	LKV	" " "	15170	5,000

*Advertising is sold only during a brief evening period.
†As of Aug. 30, 1938. Log compiled as of Oct. 5, 1938.
‡To be replaced by station of 100,000 watts on 850 kc.
**To be increased to 100,000 watts on 629 kc.

POLAND

[Receiving Sets, 93,037.† Set Tax, 1 to 3 Zlotys per Month]

Baranowicze	......	Polski Radio Government	520	50,000
Cracow	......	" " "	1022	10,000
Katowice	......	" " "	758	12,000
Lodz	......	" " "	1339	2,000
Luck‡	......	" " "	....	....
Lwow	......	" " "	795	50,000
Poznan	......	" " "	868	16,000
Torun	SP5	" " "	986	24,000
Warsaw I (Raszyn)	SP1	" " "	224	120,000
Warsaw II (Mokotow)	SP8	" " "	1384	7,000
Wilno	SP10	" " "	536	50,000
		SHORT WAVE STATIONS		
Warsaw	SPW	Ministerstwo Poczt i Telegrafow	13635	10,000
"	SPD	" " "	11535	2,000
"	SP19	" " "	15120	5,000
"	SP25	" " "	11740	5,000
"	SP31	" " "	9525	5,000
"	SP48	" " "	6140	5,000

†As of Oct. 1, 1938. Log compiled as of Oct. 29, 1938.
‡Under construction, to start operating after Jan. 1, 1939.

PORTUGAL†

[Receiving Sets, 76,242.‡ Set Tax, 6 Escudos Monthly]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Lisbon	......	Emissora Nacional (Government)	629	20,000
"	CS2ZA	*Portuguese Radio Club	1031	5,000
"	CS2ZL	Radio Renascenca	1348	2,000
		SHORT WAVE STATION		
Lisbon	CSW	Emissora Nacional (Government)	15100 9670	10,000

†As of May 30, 1938. Log compiled as of Nov. 3, 1938.
‡In addition, there are various stations of power of 250 watts or less.

RUMANIA

[Receiving Sets, 365,808.† Set Tax, 300-600 Lei]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Bod (Brasov)	Romania	Societe Roumaine de Radiodiffusion	160	150,000
Bucharest	Bucaresti	" " " "	823	12,000
Bessarabia‡	......	" " " "	1422	20,000
		SHORT WAVE STATION		
Bucharest	......	Societe Roumaine de Radiodiffusion	8572	250

†As of Jan. 1, 1938. Log compiled as of Sept. 7, 1938.
‡Not yet in operation.

SPAIN

[Receiving Sets, 500,000.‡ Set Tax, 25-100 Pesetas]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
		LOYALIST STATIONS		
Barcelona	EAJ-1	Government	795	7,000 5,000
"	EAJ-15	"	1022	3,000
Grao (Valencia)	EAJ-3	"	850	1,000 5,000
Madrid	EAJ-2	"	731	3,000
"	EAJ-7	"	1095	12,000
		SHORT WAVE STATION		
Aranjuez (Madrid)	EAQ	Government	10000	20,000

†Of the 29 stations of Loyalist Spain, this list includes only those of 1,000 watts power or more.

		NATIONALIST STATIONS**		
Alcazarquivir	EA9BJ	Government	7121	350
Bilbao	Radio Espana	"	7246.37	200
Burgos	FET5	"	7350	300
Jaca	EA2BH	"	7177	200
Madrid	Radio Norte Frente AZ	"	6750	500
"	Radio Espana	"	7060	260
Salamanca	Radio Pizarrales	"	6676	600
"	"	"	7500	1,500
Tenerife (Canary Islands)	EA8AS	"	7230	210

‡Unofficial estimate.

**Low-power longwave stations are located in almost every large town in Nationalist Spain. A few, owned by Union Radio, sell advertising for local programs; the rest, owned by government agencies, sell no advertising. All these stations operate on 1492 kc., using very low power, and can be heard only locally. Of the 30 or 40 shortwave stations now operating, this list includes only those operating with at least 200 watts power.

Log compiled as of Aug. 26, 1938.

SWITZERLAND

[Receiving Sets, 523,000.† Set Tax, 15 Swiss fr.]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Beromunster	......	Societe Suisse de Radiodiffusion	556	100,000
Monte Ceneri	......	" " " "	1167	15,000
Sottens	......	" " " "	677	100,000
		SHORT WAVE STATIONS		
Prangins	HBF	Societe des Nations	18450	20,000
"	HBJ	" " "	14535	
"	HBL	" " "	9345	
"	HBO	" " "	11402	
"	HBP	" " "	7797	

†Estimated as of Aug. 31, 1938. Log compiled as of Sept. 27, 1938.

SOVIET RUSSIA†

[Set Tax, 3-12-24 Roubles]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Achkhabad	RV19	Narkomsviaz (Soviet Government)	364	10,000
Alma-Ata	RV60	" " "	405	10,000
Alexandrovsk	RV38	" " "	662	2,000
Arkhangelsk	RV36	" " "	586	10,000
Astrakhan	RV35	" " "	598	10,000
Baku	RV8	" " "	200	35,000
Chita	RV52	" " "	556	20,000
Dnepropetrovsk	RV30	" "	913	10,000
Elista	RV48	" "	704	2,500
Englesk	RV55	" " "	937	1,000
Erivan	RV21	" " "	380	10,000
Frunse	RV6	" " "	608	2,500
Gorki	RV42	" " "	565	10,000
Grosnyi	RV23	" " "	676	1,000
Igarka	RV85	" " "	340	2,000
Ijevsk	RV78	" " "	767	4,000
Ioschkar-Ola	RV61	" " "	888	1,000
Irkutsk	RV14	" " "	187.5	20,000
Ivanovo	RV31	" " "	668	10,000
Kalinin	RV71	" " "	959	2,500
Karaganda	RV46	" " "	686	1,000
Kasan	RV17	" " "	686	10,000
Khabarovsk	RV54	" "	340	10,000
Kharkov	RV4	" " "	722	10,000
"	RV20	" " "	1185	10,000
Kiev	RV9	" " "	832	35,000
"	RV87	" " "	248	100,000
Krasnodar	RV33	" " "	1050	1,000
Krasnoiarsk	RV66	" " "	333	1,000
Kuibyshev	RV16	" " "	625	10,000
Kursk	RV58	" " "	804	2,500
Leningrad Kolpino	RV53	" " "	271	100,000
Leningrad	RV70	" " "	1040	10,000
Makhach-Kala	RV27	" " "	401	4,000
Minsk-Kolodistchi	RV10	" " "	208	35,000
Moscow	RCZ-RV43	" " "	232	100,000
Moscow Komintern	RV1	" " "	172	500,000
Moscow Stchelkovo	WZSPS RV49	" " "	300	100,000‡
Moscow	RV39	" " "	832	100,000
Murmansk	RV79	" " "	610	10,000
Naltchik	RV51	" " "	556	1,000
Novosibirsk	RV76	" " "	217.5	100,000
Odessa	RV13	" " "	968	10,000
Oirot-Toura	RV83	" " "	390	1,000
Omsk	RV44	" " "	472	1,000
Ordshonikidse	RV64	" " "	749	10,000
Orenbourg	RV45	" " "	461.5	1,000
Oufa	RV37	" " "	436	10,000
Oukhta	RV67	" " "	968	2,000
Petrosavodsk	RV29	" " "	648	10,000
Piatigorsk	RV18	" " "	610	1,000
Rostov Don	RV12	" " "	355	20,000
Saransk	RV65	" " "	734	1,000
Saratov	RV3	" " "	340	20,000
Simferopol	RV73	" " "	859	10,000
Smolensk	RV24	" " "	364	10,000
Stalinabad	RV47	" " "	421	2,000
Stalingrad	RV34	" " "	522	10,000
Stalino	RV26	" " "	776	10,000
Sverdlovsk	RV5	" " "	375	40,000
Syktyvkar	RV41	" " "	472	1,000
Tashkent	RV11	" " "	256	25,000
Tcheliabinsk	RV72	" " "	577	10,000
Tchecvoksary	RV74	" " "	472	1,000
Tchernigov	RV86	" " "	1013	4,000
Tbilisi (Tiflis)	RV7	" " "	283	35,000
Tiraspol	RV57	" " "	1068	10,000
Turtkul	RV81	" " "	333.3	2,000
Ufa	RV37	" " "	436	10,000
Ulan-Ude	RV63	" " "	350	10,000
Vinnitsa	RV75	" " "	1095	10,000
Vladivostok	RV32	" " "	635	10,000
Voronej	RV25	" " "	390	10,000
Yakutsk	RV62	" " "	227	10,000

SOVIET RUSSIA—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
		SHORT WAVE STATIONS		
Khabarovsk	RV15	Narkomsviaz (Soviet Government)	4273.5	20,000
Moscow	RV59	" " "	12000	20,000
"	RV96	" " "	9600 15180	100,000

†As of Oct. 27, 1938, as reported by the Soviet Embassy, Washington.
‡Experimental.

SWEDEN

[Receiving Sets, 1,174,069.† Set Tax, 10 Swedish Crowns]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Boras	SCA	Foreningen Boras Radiostation	1447	200
Eskilstuna	SCB	Eskilstuna Radioklubb	1240	200
Falun	SCC	Falu Radioklubb	1086	2,000
Gavle	SCD	Gavle Radioklubb	1483	200
Goteborg	SBB	Direction Generale des Telegraphes	941	10,000
Halmstad	SCE	Halmstads Radioklubb	1483	200
Halsingborg	SBQ	Direction Generale des Telegraphes	1402	500
Horby	SBH	Direction Generale des Telegraphes	1131	60,000
Hudiksvall	SBM	Direction Generale des Telegraphes	1402	1,000
Jonkoping	SCH	Jonkopings Radioklubb	1515	200
Kalmar	SCI	Kalmar Radioklubb	1447	200
Karlskrona	SBR	Direction Generale des Telegraphes	1530	500
Karlstad	SBK	Direction Generale des Telegraphes	1312	250
Kiruna	SCL	Kiruna Radioklubb	1258	200
Kristinehamn	SCM	Kristinehamns Radioklubb	1500	200
Lulea	SBS	Direction Generale des Telegraphes	392	10,000
Malmberget	SCN	Malmberget-Gallivare Radioklubb	704	200
Malmo	SBC	Direction Generale des Telegraphes	1312	2,500
Motala	SBG	Direction Generale des Telegraphes	216	150,000
Norrkoping	SBI	Direction Generale des Telegraphes	1312	250
Orebro	SCV	Orebro Radioklubb	1240	200
Ornskoldsvik	SBN	Direction Generale des Telegraphes	1402	500
Ostersund	SBF	Direction Generale des Telegraphes	413.5	600
Saffle	SCP	Saffle Radioklubb	1240	400
Stockholm	SBA	Direction Generale des Telegraphes	704	55,000
Sundsvall	SBD	Direction Generale des Telegraphes	601	10,000
Trollhattan	SBJ	Direction Generale des Telegraphes	1312	250
Uddevalla	SCR	Foreningen Uddevalla Rundradio Station	1411	50
Umea	SBL	Direction Generale des Telegraphes	1402	1,000
Uppsala	SCT	Uppsala Radioklubb	1492	200
Varberg	SCU	Varbergs Radioklubb	1240	200
		SHORT WAVE STATIONS		
Motala	SBO	Direction Generale des Telegraphes	6065	12,000
"	SBP	Direction Generale des Telegraphes	11705	12,000
Stockholm	SM5SX	Tekniska Hogskolan	15155	300

†As of Oct. 1, 1938. Log compiled as of Nov. 10, 1938.

TURKEY

[Receiving Sets, 40,700.† Set Tax, 10 Liras]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Angora	TAR	Direction Generale des P.T.T. (Government)	183	60,000 120,000
		SHORT WAVE STATIONS		
Angora	TAP	Direction Generale des P.T.T. (Government)	9465	20,000
"	TAQ	"	15195	20,000

†As of Sept. 1, 1938. Log compiled as of Oct. 1, 1938.

YUGOSLAVIA

[Receiving Sets, 121,607.† Set Tax, 300 Dinars]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Belgrade	......	*Radio A. D.	686	20,000
Ljubljana	......	*Radio Prosvetna Sveza	527	5,000
Zagreb	......	*Radiostanica	1086	800
		SHORT WAVE STATIONS		
Belgrade	YUA	Bureau de Presse (Government)	6100	1,000

†As of Aug. 1, 1938. Log compiled as of Oct. 13, 1938.

DIRECTORY OF OCEANIC BROADCASTING STATIONS

(From Latest Data Obtainable from Radio Administrations in Each Country and Other Official Sources)

** Denotes time is sold for advertising, according to best available information.*

AUSTRALIA

[Receiving Sets, 1,066,141 †. Annual License Fee, £1/1/-]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Adelaide	5AN	Government	890	500
"	5CL	Government	730	4,000
"	5AD	*Advertiser Newspapers Ltd.	1310	500
"	5DN	*Hume Broadcasters Ltd.	960	500
"	5KA	*Sport Radio Broadcasting Co. .Ltd.	1200	500
Albury	2AY	*Amalgamated Wireless (A'asia) Ltd.	1480	200
Armidale	2AD	*New Zealand Broadcasters	1130	100
Ayr	4AY	*Ayr Broadcasters Pty. Ltd.	860	500
Ballarat	3BA	*Ballarat Broadcasters Pty. Ltd.	1320	500
Bathurst	2BS	*Bathurst Broadcasters Pty. Ltd.	1500	100
Bega	2BE	*Bega & Far South Coast Broadcasters Ltd.	1490	100
Bendigo	3BO	*Amalgamated Wireless (A'sia) Ltd.	970	300
Brisbane	4QG	Government	800	2,500
"	4QR	Government	940	500
"	4BC	*C'lth. Bcstg. Corp. (Queensland) Ltd.	1120	1,000
"	4BH	*Broadcasters (Aust.) Pty. Ltd.	1380	1,000
"	4BK	*Brisbane Bcstg. Co. Pty. Ltd.	1290	500
Broken Hill	2BH	*Radio Silver City Pty. Ltd.	860	100
Bundaberg	4BU	*Bundaberg Broadcasters Pty. Ltd.	1330	500
Burnie	7BU	*Findlays Pty. Ltd.	660	150
Cairns	4CA	*Amalgamated Wireless (A'sia) Ltd.	1000	200
Canberra	2CA	*Canberra Broadcasters Ltd.	1050	2,000
Charleville	4VL	*Edward Gold	570	100
Charlton	3CV	*Mallee Broadcasters Pty. Ltd.	1470	200
Cooma	2XL	*Cooma Broadcasters Pty. Ltd.	880	100
Corowa	2CO	Government	670	7,500
Crystal Brook	5CK	Government	640	7,500
" "	5PI	*Midlands Bcstg. Services Ltd.	1040	2,000
Cumnock	2CR	Government	550	10,000
Deniliquin	2QN	*Deniliquin Bcstg. Co. Ltd.	1440	100
Derby	7DY	*North East Tasmanian Broadcasters Pty. Ltd.	1400	200
Dubbo	2DU	*Western Broadcasters Pty. Ltd.	660	100
Fremantle	6PM	*6PM Broadcasters Ltd.	1390	100
"	6PR	*Nicholsons Ltd.	880	500
Geelong	3GL	*Geelong Broadcasters Pty. Ltd.	1350	500
Geraldton	6GE	*Great Northern Broadcasters Ltd.	1370	500
Goulburn	2GN	*Goulburn Bcstg. Co. Pty. Ltd.	1390	200
Grafton	2NR	Government	700	7,000
"	2GF	*Grafton Broadcasting Co. Pty. Ltd.	1210	200
Griffith	2RG	*Irrigation Area Newspapers Pty. Ltd.	1070	100
Gunnedah	2MO	*2MO Gunnedah Ltd.	1370	100
Hamilton	3HA	*Western Province Radio Pty. Ltd.	1010	750
Horsham	3WV	Government	580	10,000
Hobart	7ZL	Government	630	1,000
"	7ZR	Government	1160	500
"	7HO	*Commercial Broadcasters Pty. Ltd.	860	500
"	7HT	*Metropolitan Broadcasters Pty. Ltd.	1080	500
Ipswich	4IP	*Ipswich Bcstg. Co. Pty. Ltd.	1440	100
Kalgoorlie	6GF	Government	720	2,000
"	6KG	*Goldfields Broadcasters (1933) Ltd.	1210	500
Katanning	6WB	*W. A. Broadcasters Ltd.	1070	2,000
Katoomba	2KA	*2KA Ltd.	780	1,000
Kempsey	2KM	*Radio Kempsey Ltd.	980	100
Kingaroy	4SB	*South Burnett Bcstg. Co. Ltd.	1060	2,000

AUSTRALIA—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Launceston	7NT	Government	710	7,000
"	7EX	*7EX Pty. Ltd.	1000	500
"	7LA	*Findlay & Wills Broadcasters Pty. Ltd.	1100	500
Lismore	2LM	*Richmond River Broadcasters Ltd.	900	500
Little Plain	2NZ	*Northern Broadcasters Ltd.	1170	2,000
Longreach	4LG	*Central Western Bcstg. Co. Pty. Ltd.	1100	500
Lubeck	3LK	*Herald & Weekly Times Ltd.	1090	2,000
Mackay	4MK	*Mackay Broadcasting Service Pty. Ltd.	1390	100
Maryborough	4MB	*Maryborough Bcstg. Co. Ltd.	1400	100
Melbourne	3AR	Government	620	4,500
"	3LO	Government	770	3,500
"	3AK	*Melbourne Broadcasters Pty. Ltd.	1500	200
"	3AW	*3AW Broadcasting Co. Pty. Ltd.	1280	600
"	3DB	*Herald & Weekly Times Ltd.	1030	600
"	3KZ	*Industrial Printing & Publicity Co.	1180	600
"	3UZ	*Nilsens Bcstg. Service Pty. Ltd.	930	600
"	3XY	*Station 3XY Pty. Ltd.	1420	600
Mildura	3MA	*Sunraysia Broadcasters Pty. Ltd.	1360	100
Mount Gambier	5SE	*South Eastern Bcstg. Co. Ltd.	1370	100
Mudgee	2MG	*Mudgee Bcstg. Co. Pty. Ltd.	1450	100
Murray Bridge	5MW	*Murray Bridge Bcstg. Co. Ltd.	1450	100
Murwillumbah	2MU	*Tweed Radio & Bcstg. Co. Pty. Ltd.	1470	100
Newcastle	2NC	Government	1230	2,000
"	2HD	*Airsales Broadcasting Co.	1140	500
"	2KO	*Newcastle Broadcasting Co. Pty. Ltd.	1410	500
Northam	6AM	*6AM Broadcasters Ltd.	980	2,000
Oakey	4AK	*Brisbane Broadcasting Pty. Ltd.	1220	2,000
Orange	2GZ	*Country Bcstg. Services Ltd.	990	2,000
Parkes	2PK	*Parkes Bcstg. Co. Pty. Ltd.	1400	200
Perth	6WF	Government	690	3,500
"	6IX	*West Australian Newspapers Ltd.	1240	500
"	6ML	*W. A. Broadcasters Ltd.	1130	500
"	6WN	Government	790	500
Port Augusta	5AU	*Port Augusta Bcstg. Co. Ltd.	1400	100
Port Moresby (Papua)	4PM	*Amalgamated Wireless (A'asia) Ltd.	1360	100
Queenstown	7QT	*West Coast Broadcasters Pty. Ltd.	680	100
Renmark	5RM	*River Murray Broadcasters Ltd.	850	1,000
Rockhampton	4RK	Government	910	2,000
"	4RO	*Rockhampton Bcstg. Co. Pty. Ltd.	1080	100
Roma	4ZR	*Maranoa Bcstg. Co. Ltd.	1490	100
Sale	3TR	Government	1240	1,000
"	3GI	*Broadcast Entertainments Pty. Ltd.	830	7,000
Shepparton	3SR	*The Argus Bcstg. Services Pty. Ltd.	1260	2,000
Singleton	2HR	*Hunter River Broadcasters Pty. Ltd.	680	300
Swan Hill	3SH	*Swan Hill Broadcasting Co.	1330	200
Sydney	2BL	Government	740	3,000
"	2FC	Government	610	3,500
"	2CH	*New South Wales Council of Churches' Service	1190	1,000
"	2GB	*Broadcasting Station 2GB Pty. Ltd.	870	1,000
"	2KY	*The Labour Council of New South Wales	1020	1,000
"	2SM	*Catholic Broadcasting Co. Pty. Ltd.	1270	1,000
"	2UE	*Radio 2UE Sydney Pty. Ltd.	950	1,000
"	2UW	*C'lth Broadcasting Pty. Ltd.	1110	750
Tamworth	2TM	*Tamworth Radio Development Co. Ltd.	1300	2,000
Toowoomba	4GR	*Gold Radio Service Pty. Ltd.	1000	500
Townsville	4QN	Government	630	7,000
"	4TO	*Amalgamated Wireless (A'sia) Ltd.	780	200

AUSTRALIA—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Ulverstone	7UV	*Northern Tasmanian Bcstg. Pty. Ltd.	1460	300
Wagin	6WA	Government	560	10,000
Wagga	2WG	*Riverina Broadcasting Co. Pty. Ltd.	1150	2,000
Warwick	4WK	*Warwick Bcstg. Co. Pty. Ltd.	880	100
Wollongong	2WL	*Wollongong Broadcasting Co. Pty.	1430	500
Warragul	3UL	*The Argus Bcstg. Services Pty. Ltd.	900	200
Warrnambool	3YB	*The Argus Bcstg. Services Pty. Ltd.	1210	200
Young	2LF	*Young Broadcasters Pty. Ltd.	1340	300
		SHORTWAVE STATIONS		
Braybrook	VK3ME	Amalgamated Wireless (A'sia) Ltd.	9500	3,500
Melbourne	VLR	Government	9580 11880	1,000
Perth	VK6ME	Amalgamated Wireless (A'sia) Ltd.	9590	400
Sydney	VK2ME	Amalgamated Wireless (A'sia) Ltd.	9590	16,000

†Sets licensed as of August 31, 1938. Log compiled as of October 25, 1938.
Number in call letters indicates state where station is located. Key: 2—New South Wales; 3—Victoria; 4—Queensland; 5—South Australia; 6—Western Australia; 7—Tasmania.

NEW ZEALAND

[Receiving Sets, 298,423†. Annual License Fee, £NZ1:5s.]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Auckland	1YA	Government	650	10,000
"	1YX	Government	880	150
"	1ZB	*Government	1090	1,000
"	1ZJ	Johns Ltd.	1310	65
"	1ZM	Government	1250	750
Christchurch	3YA	Government	720	10,000
"	3YL	Government	1200	250
"	3ZB	*Government	1430	1,000
Cromwell	4ZC	Bilton's Radio Supplies	1280	20
Dunedin	4YA	Government	790	10,000
"	4ZB	*Government	1220	1,000
"	4ZD	Otago Radio Assn.	1010	20

NEW ZEALAND—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Dunedin	4ZM	McCracken & Walls	1010	30
"	4YO	Government	1140	150
Gisborne	2ZJ	C. T. C. Hands	980	200
"	2ZM	P. R. Stevens	15	260
Greymouth	3ZR	West Coast Radio Society	940	175
Invercargill	4YZ	Government	680	5,000
Napier	2ZH	Government	365	65
"	2YH	Government	760	5,000
Nelson	2YN	Government	920	30
New Plymouth	2YB	North Taranaki Radio Society	760	100
Palmerston Nth.	2ZA	Nat'l Commercial Bcstg. Service	1400	200
Wairoa	2ZP	E. A. Perry	900	105
Wellington	2YA	Government	570	60,000
"	2YC	Government	840	5,000
"	2YD	Government	990	200
"	2ZB	*Government	1130	1,000

*Asterisk denotes time is sold for advertising.
†Sets licensed as of Aug. 31, 1938.
Log compiled as of September 17, 1938.

CROWN COLONY OF FIJI

[Receiving Sets, 1,000†. Annual License Fee, £1:5s.]

Suva	ZJV	*Fiji Broadcasting Co. Ltd.	920	400
		SHORT WAVE		
Suva	VPD2	*Amalgamated Wireless (A'asia) Ltd.	9540	10,000

†Estimated as of June 30, 1938.
Log compiled as of September 17, 1938.

TAHITI, SOCIETY ISLANDS (French Oceania)

[Receiving Sets, 310.† Set Tax, 20 Francs]

Papeete	FO8AA	Radio Club de Tahiti	7200	200

†Registered as of Aug. 22, 1938. Log compiled as of Oct. 8, 1938.

DIRECTORY OF ASIATIC BROADCASTING STATIONS

(From Latest Data Obtainable from Radio Administrations in Each Country and Other Official Sources)

* *Denotes time is sold for advertising, according to best available information.*

BRITISH INDIA

[Receiving Sets, 56,571.† Set Tax, 10 Rupees]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Allahabad	VUA	Agricultural Institute	1071	100
Bombay	VUB	All-India Radio	1231	1,500
Calcutta	VUC	" "	810	1,500
Dacca	VUY	" "	1167	5,000
Dehra Dun	VUU	Village Assn.	1333	250
Delhi	VUD	All-India Radio	886	20,000
Lahore	VUL	" "	1086	5,000
Lucknow	VUW	" "	1022	5,000
Madras	VUM	" "	1420	250
Peshawar	VUP	" "	1500	250
Trichinopoly	VUT	" "	758	5,000
		SHORT WAVE STATIONS		
Bombay	VUB2	All-India Radio	9550	10,000
Calcutta	VUC2	" "	9530 4880	10,000
Delhi	VUD2	" "	9590	10,000
"	VUD3	" "	15160	5,000
"	VUE	" "	6085	10,000
Madras	VUM2	" "	4950	10,000

†As of July 31, 1938. Log compiled as of Aug. 31, 1938.

BURMA

[Receiving Sets, 2,174.† Set Tax, 10 Rupees Annually]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Rangoon	XYO	Government of Burma	3488 6007	200 10,000

†As of July 1, 1938. Log compiled as of Sept. 7, 1938.

CEYLON

[Receiving Sets, 5,580.† Set Tax, 10 Rupees Annually]

Colombo	ZOH	Post & Telegraph Department	700	5,000
"	ZOI	"	6160	300

†As of Aug. 31, 1938. Log compiled as of Sept. 7, 1938.

CHINA†

[No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Canton	XGOK	....	750 12065	1,000
"	XHLA	....	90	100
"	XKRA	....	1100	200
Chungking	XGOA	....	600	75,000
Shanghai	XMHD	....	1420	1,000
"	XQHC	....	1300	2,000

†Due to military occupation and seizure of stations, no complete record of existing stations available as of Jan. 1, 1939. Log compiled as of Sept. 29, 1938.

FRENCH INDO CHINA

[Receiving Sets, 3,497.† Set Tax, 1.8-24 Piastres]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Saigon	......	*Radio Boy-Landry	6200 9800 12000	100-120
Hanoi	......	*Radio-Club de l'Indochine	12000	100

†As of Jan. 1, 1938. Log compiled as of Sept. 24, 1938.

DUTCH EAST INDIES†

[Receiving Sets, 76,300.‡ Set Tax, 1.50 Florins Monthly]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
		SHORT WAVE STATIONS		
Bandoeng	PLP	Netherlands Indian Radio Broadcasting Co.	11000	1,500
"	PMH	"	6720	1,500
"	PMN	"	10260	1,500
"	YDC	"	15150	1,500
Batavia	YDA	"	3040 6040	10,000
Surabaya	YDB	"	9550 15300	1,000

†In addition to the stations listed above there are 8 longwave and 11 shortwave Government stations of less than 1,000 watts and some privately owned stations of less than 1,000 watts.
‡As of Nov. 1, 1938. Log compiled as of Aug. 2, 1938.

STRAITS SETTLEMENTS AND FEDERATED MALAY STATES†

[Receiving Sets, 9,831.† Set Tax, 12 Straits Dollars]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Singapore	ZHL	*British Malay Bcstg. Corp.	1333	2,000
		SHORT WAVE STATIONS		
Kuala Lumpur	ZGE	Post & Telegraph Department	6135	300
Penang	ZHJ	Penang Wireless Society	6080	50
Singapore	ZHP	*British Malay Bcstg. Corp.	9690	400

†As of Jan. 1, 1938. Log compiled as of Oct. 25, 1938.

HONGKONG

[Receiving Sets, 9,500.† Set Tax, HK $12 Annually]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Hong Kong	ZBW	Colonial Government	845	2,000
" "	ZEK	" "	640	2,000
		SHORT WAVE STATIONS		
Hong Kong	ZBW2	Colonial Government	6090	2,500
" "	ZBW3	" "	9525	2,500
" "	ZBW4	" "	15190	2,500
" "	ZBW5	" "	17755	2,500

†As of July 31, 1938. Log compiled as of Oct. 25, 1938.

PALESTINE

[Receiving Sets, 33,800.† Set Tax, $2.50 Annually]

Jerusalem	......	Palestine Broadcasting Service (Government)	668	20,000

†As of Sept. 30, 1938. Log compiled as of Oct. 13, 1938.

SIAM

[Receiving Sets, 29,564.† Set Tax, 5 to 10 Baht]

Bangkok	HS7PJ	*Post & Telegraph Department	825.7	10,000
		SHORT WAVE		
Bangkok	HS8PJ	*Post & Telegraph Department	9500 19020	10,000

†As of Nov. 2, 1938. Log compiled as of Nov. 2, 1938.

SYRIA

[Receiving Sets, 18,000.† No Set Tax]

Beirut	Radio-Levant	French Radio-Orient Co.	1040	4,000

†As of Oct. 11, 1938. Log compiled as of Oct. 11, 1938.

JAPAN

[Receiving Sets, 3,932,567.† Set Tax, 50 Sen Monthly‡]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
		JAPAN PROPER, CHOSEN (KOREA) & TAIWAN (FORMOSA)		
Akita	JOUK	Nippon Hoso Kyokai (Japan Broadcasting Corp.)	650	300
Asahikawa	JOCG	" " "	700	300
Fukui	JOFG	" " "	1020	300
Fukuoka	JOLK	" " "	910	500
Fusan, Chosen	JBAK	Chosen Hoso Kyokai	1030	250
Hakodate	JOVK	Nippon Hoso Kyokai	680	500
Hamamatsu	JODG	" " "	1100	500
Heijo	JBBK	Chosen Hoso Kyokai	820 (Jap.) 1090 (Kor.)	500
Hirosaki	JORG	Nippon Hoso Kyokai	840	300
Hiroshima	JOFK	" " "	830	10,000
Kagoshima	JOHG	" " "	1050	500
Kanazawa	JOJK	" " "	610	3,000
Keijo	JODK	" " "	710 970	10,000 50,000
Kochi	JORK	Nippon Hoso Kyokai	720	500
Kofu	JOKG	" " "	800	500
Kokura	JOSK	" " "	740	1,000
Kumamoto	JOGK	" " "	790	10,000
Kushiro	JOPG	" " "	1010	100
Kyoto	JOOK	" " "	1070	300
Matsumoto	JOSG	" " "	960	500**
Matsuye	JOTK	" " "	670	500
Miyazaki	JOMG	" " "	600	500
Morioka	JOQG	" " "	880	500
Nagano	JONK	" " "	1040	500
Nagasaki	JOAG	" " "	930	500
Nagoya	JOCK	" " "	730 990	10,000
Niigata	JOQK	" " "	920	500
Obihiro	JOOG	" " "	950	500
Okayama	JOKK	" " "	630	500
Osaka	JOBK	" " "	690 940	10,000
Sapporo	JOIK	Nippon Hoso Kyokai	810	10,000
Seishin	JBCK	Chosen Hoso Kyokai	850	10,000
Sendai	JOHK	Nippon Hoso Kyokai	770	10,000
Shizuoka	JOPK	" " "	780	500
Taichu, Taiwan	JFCK	Taiwan Sotokufu Kotsukyoku	580	1,000
Taihoku, Taiwan	JFAK	" " "	750	10,000
Tainan, Taiwan	JFBK	" " "	720	1,000
Tokyo	JOAK	Nippon Hoso Kyokai	590 870	150,000
Tokushima	JOXK	" " "	980	500
Tottori	JOLG	" " "	890	500
Toyama	JOIG	" " "	1060	500
Yamagata	JOJG	" " "	1080	500
		SHORT WAVE STATIONS		
Taihoku	JIB	Taiwan Sotokufu Kotsukyoku	10535	10,000
"	JFO	" " "	9630	10,000
Tokyo	JVP	Nippon Horo Kyokai	7510	20,000
"	JZK	" " "	15160	50,000
"	JZJ	" " "	11800	20,000

†As of Dec. 1, 1938. Log compiled as of Dec. 1, 1938.
‡Set Tax in Chosen, 70 Sen monthly. According to official statistics there were 119,026 receiving sets in Chosen, as of July 31, 1938. Set Tax in Taiwan (Formosa) is 1 Yen monthly; number of sets, as of June 30, 1938, was 45,021.
**Scheduled for operation in January, 1939.

MANCHUKUO †

[Receiving Sets, 112,771.‡]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watt
Dairen	JQAK	*Manchuria Tel. & Tel. Co.	760 1065	1,000
Harbin	MTFY	* " " " " "	674	3,000
Hsinking	MTCY	* " " " " "	560	10,000
"	MTCY	* " " " " "	180	100,000
Mukden	MTBY	* " " " " "	890	1,000
		SHORT WAVE STATION		
Dairen	JDY	Manchuria Tel. & Tel. Co.	9925	10,000

†Additional stations have been established in Manchukuo but records were unavailable as of Dec. 1, 1938.
‡As of Sept. 30, 1938.

DIRECTORY OF AFRICAN BROADCASTING STATIONS

(From Latest Data Obtainable from Radio Administrations in Each Country and Other Official Sources)

** Denotes time is sold for advertising, according to best available information.*

AZORES

[Receiving Sets, 1,200.† Set Tax, 6 Escudos Monthly]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Ponta Delgada	CT2AJ	Joao Soares, Jr.	4000	50

†Estimated as of Sept. 2, 1938. Log compiled as of Sept. 2, 1938.

ALGERIA

[Receiving Sets, 85,575.† Set Tax, 15 to 200 Francs]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Algiers	......	Gouvernement General de l'Algerie	941	12,500

†As of Nov. 1, 1938. Log compiled as of Oct. 3, 1938.

ANGOLA

[Receiving Sets, 3,000.† No Set Tax]

Lobito	CR6AA	Alvaro de Cavalho	7174	50
"	CR6RS	Radio Club de Sul de Angola	14629	40
Luanda	CR6RC	Radio Club de Angola	11730	50

†As of Oct. 15, 1938. Log compiled as of Oct. 15, 1938.

CANARY ISLANDS

[Receiving Sets, 5,000.† Set Tax, 12 to 100 Pesetas]

Las Palmas	EAJ50	*Inter-Radio, Martin & Co.	1100	200
" "	EA8AE	Inter-Radio	7000– 7300 14000–14200	200

†Trade estimate as of Sept. 1, 1938. Log compiled as of Sept. 1, 1938.

EGYPT

[Receiving Sets, 75,000.† Set Tax, P.T.80 Plus P.T.5 per Tube]

Alexandria	I	Egyptian State Broadcasting	1122	150
"	II	" " "	1429	500
‡Assiut	......	" " "	731	150
Cairo	I	" " "	620	20,000
"	II	" " "	1348	500

†As of June 1, 1938. Log compiled as of Oct. 1, 1938.
‡Relays Arabic programs only.

KENYA

[Receiving Sets, 3,000.† Set Tax, 30 Shillings]

Nairobi	VQ7LO	*Cable & Wireless Ltd.	857	1,500

SHORT WAVE STATION

Nairobi	VQ7LO	*Cable & Wireless Ltd.	6083	500

†As of Sept. 30, 1938. Log compiled as of Nov. 1, 1938.

MADAGASCAR

[Receiving Sets, 1,500†]

Tananarive‡	......	Administration des P.T.T.	6000	400

†As of March 15, 1938. Log compiled as of Feb. 11, 1938.
‡Three private stations also are reported on which no information is available.

MADEIRA

[Receiving Sets, 1,200.† Set Tax, 6 Escudos Monthly]

Funchal	CS2ZV	Gabriel Ornelas	1411	100

†As of Nov. 3, 1938. Log compiled as of Nov. 3, 1938.

MARTINIQUE

[Receiving Sets, 3,500.† No Set Tax]

Martinique	......	Edouard Boullanger, Fils	1500	200

SHORT WAVE STATION

Fort-de-France	......	*Antoine Seri	9700	1,500

†Trade estimate as of Sept. 9, 1938. Log compiled as of Sept. 9, 1938.

MOROCCO–(French)

[Receiving Sets, 36,887.† Set Tax, 15-200 Francs]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Rabat	......	Government	601	25,000

†As of June 30, 1938. Due to military activity, data on stations in Spanish Morocco is unavailable.

MOZAMBIQUE

[Receiving Sets, 4,000.† Set Tax, Escudos 30$00-60$00]

Lourenco Marques	CR7AA	*Radio Club de Mocambique‡	6137	250
" "	CR7BH	* " " " "	11718	250

†As of Sept. 12, 1938. Log compiled as of Sept. 14, 1938.
‡On June 17, 1938, the Governor-General of the Colony granted permission for a 10-kw. station to be erected in the Radio Club's premises, which house the present transmitters. The new station will be operated on a direct shortwave to Portugal only, and will be heard only from the Belgian Congo northward.

REUNION ISLAND

[Receiving Sets, 500†]

St. Denis	......	Administration des P.T.T.	625	160

†As of Sept. 30. 1937. No later information available.

SOUTHERN RHODESIA

[Receiving Sets, 7,855.† Set Tax, 10 Shillings]

Bulawayo	ZEB4	Government	619	570
Salisbury	ZEC	"	682	600

SHORT WAVE STATIONS

Bulawayo	ZEB2	Government	6148	325
Salisbury	ZEA2	"	6000	325

†As of Oct. 7, 1938. Log compiled as of Oct. 7, 1938.

TUNISIA

[Receiving Sets, 21,000.† Set Tax, 20-200 Francs]

Bizerte	FT4AA	*M. Solet	1429	200
Sfax	......	*M. Costa	1411	100
Sousse	FT4AP	*Mlle. Costa	1456	100
Tunis	FT4AQ	*M. de Matteis	1393	200
" (Djedeida)	......	Government	868	20,000

†As of Aug. 22, 1938 Log compiled as of Oct. 3, 1938.

UNION OF SOUTH AFRICA

[Receiving Sets, 203,262.† Set Tax, £1.0 Od to £1.5 Od]

Bloemfontein[1]	ZTE	South African Broadcasting Corp.	808.6	500
Capetown[2]	ZTC	" " " "	600	10,000
Durban	ZTD	" " " "	749.6	500
Grahamstown	ZTU	" " " "	560	10,000
Johannesburg	ZTJ	" " " "	645	10,000
"	......	" " " "	780	200
Pietermaritzburg	ZTX	" " " "	697.7	10,000
Pretoria[3]	ZTP	" " " "	952.38	50

SHORT WAVE STATIONS

Durban	ZRD	South African Broadcasting Corp.	9752.85 6147.54 4876.42	200
Johannesburg[4]	ZRJ	" " " "	6097.5 6007	100
Klipheuvel	ZRK	Overseas Communications	6097.5 9606	5,000
Roberts Heights	ZRH	Union of South Africa	9523 6007	5,000

†As of Oct. 24, 1938. Log compiled as of Oct. 24, 1938.

[1] To be replaced by a 2,000-watt transmitter, and present equipment to be reconditioned and operated on a wave length to be assigned early in 1939.

[2] Additional transmitter to be installed in Capetown to operate on 880 kc. with 2,000 watts power.

[3] To be replaced with new equipment to operate on same frequency with 2,000 watts power.

[4] To be restored to 200 watts power shortly.

The Communications Act of 1934

(Provisions Relating to Broadcasting and Allied Services, With Sections Dealing Exclusively With Public Utility Common Carriers Omitted)

Passed by 73rd Congress; Approved June 19, 1934; With Amendments

TITLE I—GENERAL PROVISIONS

PURPOSES OF ACT; CREATION OF FEDERAL COMMUNICATIONS COMMISSION

SECTION 1. For the purpose of regulating interstate and foreign commerce in communication by wire and radio so as to make available, so far as possible, to all people of the United States a rapid, efficient, Nation-wide, and world-wide wire and radio communication service with adequate facilities at reasonable charges, for the purpose of the national defense, for the purpose of promoting safety of life and property through the use of wire and radio communication, and for the purpose of securing a more effective execution of this policy by centralizing authority heretofore granted by law to several agencies and by granting additional authority with respect to interstate and foreign commerce in wire and radio communication, there is hereby created a commission to be known as the "Federal Cómmunications Commission," which shall be constituted as hereinafter provided, and which shall execute and enforce the provisions of this Act.[1]

APPLICATION OF ACT

SEC. 2. (a) The provisions of this Act shall apply to all interstate and foreign communication by wire or radio and all interstate and foreign transmission of energy by radio, which originate and/or is received within the United States, and to all persons engaged within the United States in such communication or such transmission of energy by radio, and to the licensing and regulating of all radio stations as hereinafter provided; but it shall not apply to persons engaged in wire or radio communication or transmission in the Philippine Islands or the Canal Zone, or to wire or radio communication or transmission wholly within the Philippine Islands or the Canal Zone.

(b) Subject to the provisions of section 301, nothing in this Act shall be construed to apply or to give the Commission jurisdiction with respect to (1) charges, classifications, practices, services, facilities, or regulations for or in connection with intrastate communication service of any carrier, or (2) any carrier engaged in interstate or foreign communication solely through physical connection with the facilities of another carrier not directly or indirectly controlling or controlled by, or under direct or indirect common control with, such carrier; except that sections 201 to 205 of this Act, both inclusive, shall, except as otherwise provided therein, apply to carriers described in clause (2).

DEFINITIONS

SEC. 3. For the purposes of this Act, unless the context otherwise requires—

(a) "Wire communication" or "communication by wire" means the transmission of writing, signs, signals, pictures, and sounds of all kinds by aid of wire, cable, or other like connection between the points of origin and reception of such transmission, including all instrumentalities, facilities, apparatus, and services (among other things, the receipt, forwarding, and delivery of communications) incidental to such transmission.

(b) "Radio communication" or "communication by radio" means the transmission by radio of writing, signs, signals, pictures, and sounds of all kinds, including all instrumentalities, facilities, apparatus, and services (among other things, the receipt, forwarding, and delivery of communications) incidental to such transmission.

(c) "Licensee" means the holder of a radio station license granted or continued in force under authority of this Act.

(d) "Transmission of energy by radio" or "radio transmission of energy" includes both such transmission and all instrumentalities, facilities, and services incidental to such transmission.

(e) "Interstate communication" or "interstate transmission" means communication or transmission (1) from any State, Territory, or possession of the United States (other than the Philippine Islands and the Canal Zone), or the District of Columbia, to any other State, Territory, or possession of the United States (other than the Philippine Islands and the Canal Zone), or the District of Columbia, (2) from or to the United States to or from the Philippine Islands or the Canal Zone, insofar as such communication or transmission takes place within the United States, or (3) between points within the United States but through a foreign country; but shall not include wire communication between points within the same State, Territory, or possession of the United States, or the District of Columbia, through any place outside thereof, if such communication is regulated by a State commission.

(f) "Foreign communication" or "foreign transmission" means communication or transmission from or to any place in the United States to or from a foreign country, or between a station in the United States and a mobile station located outside the United States.

(g) "United States" means the several States and Territories, the District of Columbia, and the possessions of the United States, but does not include the Philippine Islands or the Canal Zone.

(h) "Common carrier" or "carrier" means any person engaged as a common carrier for hire, in interstate or foreign communication by wire or radio or in interstate or foreign radio transmission of energy, except where reference is made to common carriers not subject to this Act; but a person engaged in radio broadcasting shall not, insofar as such person is so engaged, be deemed a common carrier.

(i) "Person" includes an individual, partnership, association, joint-stock company, trust, or corporation.

(j) "Corporation" includes any corporation, joint-stock company, or association.

(k) "Radio station" or "station" means a station equipped to engage in radio communication or radio transmission of energy.

(l) "Mobile station" means a radio-communication station capable of being moved and which ordinarily does move.

(m) "Land station" means a station, other than a mobile station, used for radio communication with mobile stations.

(n) "Mobile service" means the radio-communication service carried on between mobile stations and land stations, and by mobile stations communicating among themselves.

(o) "Broadcasting" means the dissemination of radio communications intended to be received by the public, directly or by the intermediary of relay stations.

(p) "Chain broadcasting" means simultaneous broadcasting of an identical program by two or more connected stations.

(q) "Amateur station" means a radio station operated by a duly authorized person interested in radio technique solely with a personal aim and without pecuniary interest.

(r) "Telephone exchange service" means service within a telephone exchange, or within a connected system of telephone exchanges within the same exchange area operated to furnish to subscribers intercommunicating service of the character ordinarily furnished by a single exchange, and which is covered by the exchange service charge.

(s) "Telephone toll service" means telephone service between stations in different exchange areas for which there is made a separate charge not included in contracts with subscribers for exchange service.

(t) "State commission" means the commission, board, or official (by whatever name designated) which under the laws of any State has regulatory jurisdiction with respect to intrastate operations of carriers.

(u) "Connecting carrier" means a carrier described in clause (2) of section 2 (b).

(v) "State" includes the District of Columbia and the Territories and possessions.

PROVISIONS RELATING TO THE COMMISSION

SEC. 4. (a) The Federal Communications Commission (in this Act referred to as the "Commission") shall be composed of seven commissioners appointed by the President, by and with the advice and consent of the Senate, one of whom the President shall designate as chairman.

(b) Each member of the Commission shall be a citizen of the United States. No member of the Commission or person in its employ shall be financially interested in the manufacture or sale of radio apparatus or of apparatus for wire or radio communication; in communication by wire or radio or in radio transmission of energy; in any company furnishing services or such apparatus to any company engaged in communication by wire or radio or to any company manufacturing or selling apparatus used for communication by wire or radio; or in any company owning stocks, bonds, or other securities of any such company; nor be in the employ of or hold any official relation to any person subject to any of the provisions of this Act, nor own stocks, bonds, or other securities of any corporation subject to any of the provisions of this Act. Such commissioners shall not engage in any other business, vocation, or employment. Not more than four commissioners shall be members of the same political party.

(c) The commissioners first appointed under this Act shall continue in office for the terms of one, two, three, four, five, six, and seven years, respectively, from the date of the taking effect of this Act, the term of each to be designated by the President, but their successors shall be appointed for terms of seven years; except that any person chosen to fill a vacancy shall be appointed only for the unexpired term of the commissioner whom he succeeds. No vacancy in the Commission shall impair the right of the remaining commissioners to exercise all the powers of the Commission.

(d) Each commissioner shall receive an annual salary of $10,000, payable in monthly installments.

(e) The principal office of the Commission shall be in the District of Columbia, where its general sessions shall be held; but whenever the convenience of the public or of the parties may be promoted or delay or expense prevented thereby, the Commission may hold special sessions in any part of the United States.

(f) Without regard to the civil-service laws or the Classification Act of 1923, as amended, (1) the Commission may appoint and prescribe the duties and fix the salaries of a secretary, a director for each division, a chief engineer and not more than three assistants, a chief accountant and not more than three assistants,[2] a general counsel and not more than three assistants, and temporary counsel designated by the Commission for the performance of special services, and (2) each commissioner may appoint and prescribe the duties of a secretary at an annual salary not to exceed $4,000. The general counsel and the chief engineer and the chief accountant[2] shall each receive an annual salary of not to exceed $9,000; the secretary shall receive an annual salary of not to exceed $7,500; the director of each division shall receive an annual salary of not to exceed $7,500; and no assistant shall receive an annual salary in excess of $7,500. The Commission shall have authority, subject to the

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[1] *The provision relating to safety of life and property were added by "An Act to amend the Communications Act of 1934, approved June 19, 1934, for the purpose of promoting safety of life and property at sea through the use of wire and radio communications, to make more effective the International Convention for the Safety of Life at Sea, 1929, and for other purposes." Public—No. 97—75th Congress, 1st Session, approved May 20, 1937.*

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provisions of the civil-service laws and the Classification Act of 1923, as amended, to appoint such other officers, engineers, accountants,[2] inspectors, attorneys, examiners, and other employees as are necessary in the execution of its functions.

(g) The Commission may make such expenditures (including expenditures for rent and personal services at the seat of government and elsewhere, for office supplies, law books, periodicals, and books of reference, and for printing and binding) as may be necessary for the execution of the functions vested in the Commission and as from time to time may be appropriated for by Congress. All expenditures of the Commission, including all necessary expenses for transportation incurred by the commissioners or by their employes, under their orders, in making any investigation or upon any official business in any other places than in the city of Washington, shall be allowed and paid on the presentation of itemized vouchers therefor approved by the chairman of the Commission or by such other member or officer thereof as may be designated by the Commission for that purpose.

(h) Four members of the Commission shall constitute a quorum thereof. The Commission shall have an official seal which shall be judicially noticed.

(i) The Commission may perform any and all acts, make such rules and regulations, and issue such orders, not inconsistent with this Act, as may be necessary in the execution of its functions.

(j) The Commission may conduct its proceedings in such manner as will best conduce to the proper dispatch of business and to the ends of justice. No commissioner shall participate in any hearing or proceeding in which he has a pecuniary interest. Any party may appear before the Commission and be heard in person or by attorney. Every vote and official act of the Commission shall be entered of record, and its proceedings shall be public upon the request of any party interested. The Commission is authorized to withhold publication of records or proceedings containing secret information affecting the national defense.

(k) The Commission shall make an annual report to Congress, copies of which shall be distributed as are other reports transmitted to Congress. Such report shall contain such information and data collected by the Commission as may be considered of value in the determination of questions connected with the regulation of interstate and foreign wire and radio communication and radio transmission of energy, together with such recommendations as to additional legislation relating thereto as the Commission may deem necessary. *Provided*, That the Commission shall make a special report not later than February 1, 1935, recommending such amendments to this Act as it deems desirable in the public interest: *Provided further*, That each year, at the beginning of the session of the Congress, the Commission shall report to the Congress whether or not any new wire or radio communication legislation is required better to insure safety of life and property. If any such new legislation is considered necessary the Commission shall make specific recommendations thereof to the Congress.[3]

(l) All reports of investigations made by the Commission shall be entered of record, and a copy thereof shall be furnished to the party who may have complained, and to any common carrier or licensee that may have been complained of.

(m) The Commission shall provide for the publication of its reports and decisions in such form and manner as may be best adapted for public information and use, and such authorized publications shall be competent evidence of the reports and decisions of the Commission therein contained in all courts of the United States and of the several States without any further proof or authentication thereof.

(n) Rates of compensation of persons appointed under this section shall be subject to the reduction applicable to officers and employes of the Federal Government generally.

(o) [4]For the purpose of obtaining maximum effectiveness from the use of radio and wire communications in connection with safety of life and property, the Commission shall investigate and study all phases of the problem and the best methods of obtaining the cooperation and coordination of these systems.

DIVISIONS OF THE COMMISSION

SEC. 5. (a) The Commission is hereby authorized by its order to divide the members thereof into not more than three divisions, each to consist of not less than three members. Any commissioner may be assigned to and may serve upon such division or divisions as the Commission may direct, and each division shall choose its own chairman. In case of a vacancy in any division, or of absence or inability to serve thereon of any commissioner thereto assigned, the chairman of the Commission or any commissioner designated by him for that purpose may temporarily serve on said division until the Commission shall otherwise order.

(b) The Commission may by order direct that any of its work, business, or functions arising under this Act, or under any other Act of Congress, or in respect of any matter which has been or may be referred to the Commission by Congress or by either branch thereof, be assigned or referred to any of said divisions for action thereon, and may by order at any time amend, modify, supplement, or rescind any such direction. All such orders shall take effect forthwith and remain in effect until otherwise ordered by the Commission.

(c) In conformity with and subject to the order or orders of the Commission in the premises, each division so constituted shall have power and authority by a majority thereof to hear and determine, order, certify, report, or otherwise act as to any of said work, business, or functions so assigned or referred to it for action by the Commission, and in respect thereof the division shall have all the jurisdiction and powers now or then conferred by law upon the Commission, and be subject to the same duties and obligations. Any order, decision, or report made or other action taken by any of said divisions in respect of any matters so assigned or referred to it shall have the same force and effect, and may be made, evidenced, and enforced in the same manner as if made, or taken by the Commission, subject to rehearing by the Commission as provided in section 405 of this Act for rehearing cases decided by the Commission. The secretary and seal of the Commission shall be the secretary and seal of each division thereof.

(d) Nothing in this section contained, or done pursuant thereto, shall be deemed to divest the Commission of any of its powers.

(e) The Commission is hereby authorized by its order to assign or refer any portion of its work, business, or functions arising under this or any other Act of Congress or referred to it by Congress, or either branch thereof, to an individual commissioner, or to a board composed of an employe or employes of the Commission, to be designated by such order, for action thereon, and by its order at any time to amend, modify, supplement, or rescind any such assignment or reference: *Provided, however*, That this authority shall not extend to investigations instituted upon the Commission's own motion or, without the consent of the parties thereto, to contested proceedings involving the taking of testimony at public hearings, or to investigations specifically required by this Act. All such orders shall take effect forthwith and remain in effect until otherwise ordered by the Commission. In case of the absence or inability for any other reason to act of any such individual commissioner or employe designated to serve upon any such board, the chairman of the Commission may designate another commissioner or employe, as the case may be, to serve temporarily until the Commission shall otherwise order. In conformity with and subject to the order or orders of the Commission in the premises, any such individual commissioner, or board acting by a majority thereof, shall have power and authority to hear and determine, order, certify, report, or otherwise act as to any of said work, business, or functions so assigned or referred to him or it for action by the Commission and in respect thereof shall have all the jurisdiction and powers now or then conferred by law upon the Commission and be subject to the same duties and obligations. Any order, decision, or report made or other action taken by any such individual commissioner or board in respect of any matters so assigned or referred shall have the same force and effect, and may be made, evidenced, and enforced in the same manner as if made or taken by the Commission. Any party affected by any order, decision, or report of any such individual commissioner or board may file a petition for rehearing by the Commission or a division thereof and every such petition shall be passed upon by the Commission or a division thereof. Any action by a division upon such a petition shall itself be subject to rehearing by the Commission, as provided in section 405 of this Act and in subsection (c). The Commission may make and amend rules for the conduct of proceedings before such individual commissioner or board and for the rehearing of such action before a division of the Commission or the Commission. The secretary and seal of the Commission shall be the secretary and seal of such individual commissioner or board.

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TITLE III—PROVISIONS RELATING TO RADIO

PART I—GENERAL PROVISIONS

LICENSE FOR RADIO COMMUNICATION OR TRANSMISSION OF ENERGY

SECTION 301. It is the purpose of this Act, among other things, to maintain the control of the United States over all the channels of interstate and foreign radio transmission; and to provide for the use of such channels, but not the ownership thereof, by persons for limited periods of time, under licenses granted by Federal authority, and no such license shall be considered to create any right, beyond the terms, conditions, and periods of the license. No person shall use or operate any apparatus for the transmission of energy or communications or signals by radio (a) from one place in any Territory or possession of the United States or in the District of Columbia to another place in the same Territory, possession, or District; or (b) from any State, Territory, or possession of the United States, or from the District of Columbia to any other State, Territory, or possession of the United States; or (c) from any place in any State, Territory, or possession of the United States, or in the District of Columbia, to any place in any foreign country or to any vessel; or (d) within any State when the effects of such use extend beyond the borders of said State, or when interference is caused by such use or operation with the transmission of such energy, communications, or signals from within said State to any place beyond its borders, or from any place beyond its borders to any place within said State, or with the transmission or reception of such energy, communications, or signals from and/or to places beyond the borders of said State; or (e) upon any vessel or aircraft of the United States; or (f) upon any other mobile stations within the jurisdiction of the United States, except under and in accordance with this Act and with a license in that behalf granted under the provisions of this Act.

ZONES[5]

GENERAL POWERS OF COMMISSION

SEC. 303. Except as otherwise provided in this Act, the Commission from time to time, as public convenience, interest, or necessity requires, shall—

(a) Classify radio stations;

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[2] *The provisions relating to accountants were added by "An Act to amend paragraph (f) of Sec. 4 of the Communications Act of 1934." Public, No. 423, 74th Congress, approved, Jan. 22, 1936.*

[3] *The second proviso was added by Public—No. 97—75th Congress, 1st Session, approved May 20, 1937.*

[4] *Subsection (o) of section 4 was added by "An Act to amend the Communications Act of 1934", Public—No. 97—75th Congress, approved May 20, 1937.*

[5] *Sec. 302 was repealed by "AN ACT relating to the allocation of radio facilities." Public—No. 652—74th Congress, approved, June 5, 1936. The text of Sec. 302 was as follows:*

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(b) Prescribe the nature of the service to be rendered by each class of licensed stations and each station within any class;

(c) Assign bands of frequencies to the various classes of stations, and assign frequencies for each individual station and determine the power which each station shall use and the time during which it may operate;

(d) Determine the location of classes of stations or individual stations;

(e) Regulate the kind of apparatus to be used with respect to its external effects and the purity and sharpness of the emissions from each station and from the apparatus therein;

(f) Make such regulations not inconsistent with law as it may deem necessary to prevent interference between stations and to carry out the provisions of this Act: *Provided, however*, That changes in the frequencies, authorized power, or in the time of operation of any station, shall not be made without the consent of the station licensee unless, after a public hearing, the Commission shall determine that such changes will promote public convenience or interest or will serve public necessity, or the provisions of this Act will be more fully complied with;

(g) Study new uses for radio, provide for experimental uses of frequencies, and generally encourage the larger and more effective use of radio in the public interest;

(h) Have authority to establish areas or zones to be served by any station;

(i) Have authority to make special regulations applicable to radio stations engaged in chain broadcasting;

(j) Have authority to make general rules and regulations requiring stations to keep such records of programs, transmissions of energy, communications, or signals as it may deem desirable;

(k) Have authority to exclude from the requirements of any regulations in whole or in part any radio station upon railroad rolling stock, or to modify such regulations in its discretion;

(l) Have authority to prescribe the qualifications of station operators, to classify them according to the duties to be performed, to fix the forms of such licenses, and to issue them to such citizens of the United States as the Commission finds qualified;

(m) (1) Have authority to suspend the license of any operator upon proof sufficient to satisfy the Commission that the licensee—

(A) has violated any provision of any Act, treaty, or convention binding on the United States, which the Commission is authorized to administer, or any regulation made by the Commission under any such Act, treaty, or convention; or

(B) has failed to carry out a lawful order of the master or person lawfully in charge of the ship or aircraft on which he is employed; or

(C) has willfully damaged or permitted radio apparatus or installations to be damaged; or

(D) has transmitted superfluous radio communications or signals or communications containing profane or obscene words, language, or meaning, or has knowingly transmitted—

(1) false or deceptive signals or communications, or

(2) a call signal or letter which has not been assigned by proper authority to the station he is operating; or

(E) has willfully or maliciously interfered with any other radio communications or signals; or

(F) has obtained or attempted to obtain, or has assisted another to obtain or attempt to obtain, an operator's license by fraudulent means.

(2) No order of suspension of any operator's license shall take effect until fifteen days' notice in writing thereof, stating the cause for the proposed suspension, has been given to the operator licensee who may make written application to the Commission at any time within said fifteen days for a hearing upon such order. The notice to the operator licensee shall not be effective until actually received by him, and from that time he shall have fifteen days in which to mail the said application. In the event that physical conditions prevent mailing of the application at the expiration of the fifteen-day period, the application shall then be mailed as soon as possible thereafter, accompanied by a satisfactory explanation of the delay. Upon receipt by the Commission of such application for hearing, said order of suspension shall be held in abeyance until the conclusion of the hearing which shall be conducted under such rules as the Commission may prescribe. Upon the conclusion of said hearing the Commission may affirm, modify, or revoke said order of suspension.[6]

(n) Have authority to inspect all radio installations associated with stations required to be licensed by any Act or which are subject to the provisions of any Act, treaty, or convention binding on the United States, to ascertain whether in construction, installation, and operation they conform to the requirements of the rules and regulations of the Commission, the provisions of any Act, the terms of any treaty or convention binding on the United States, and the conditions of the license or other instrument of authorization under which they are constructed, installed, or operated.[6]

Sec. 302. (a) For the purposes of this title the United States is divided into five zones, as follows: The first zone shall embrace the States of Maine, New Hampshire, Vermont, Massachusetts, Connecticut, Rhode Island, New York, New Jersey, Delaware, Maryland, and the District of Columbia: the second zone shall embrace the States of Pennsylvania, Virginia, West Virginia, Ohio, Michigan, and Kentucky; the third zone shall embrace the States of North Carolina, South Carolina, Georgia, Florida, Alabama, Tennessee, Mississippi, Arkansas, Louisiana, Texas, and Oklahoma; the fourth zone shall embrace the States of Indiana, Illinois, Wisconsin, Minnesota, North Dakota, South Dakota, Iowa, Nebraska, Kansas, and Missouri; and the fifth zone shall embrace the States of Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada, Washington, Oregon, and California.

(b) The Virgin Islands, Puerto Rico, Alaska, Guam, American Samoa, and the Territory of Hawaii are expressly excluded from the zones herein established.

(o) [4] Have authority to designate call letters of all stations;

(p) Have authority to cause to be published such call letters and such other announcements and data as in the judgment of the Commission may be required for the efficient operation of radio stations subject to the jurisdiction of the United States and for the proper enforcement of this Act;

(q) Have authority to require the painting and/or illumination of radio towers if and when in its judgment such towers constitute, or there is a reasonable possibility that they may constitute, a menace to air navigation.

(r) Make such rules and regulations and prescribe such restrictions and conditions, not inconsistent with law, as may be necessary to carry out the provisions of this Act, or any international radio or wire communications treaty or convention, or regulations annexed thereto, including any treaty or convention insofar as it relates to the use of radio, to which the United States is or may hereafter become a party.[6]

WAIVER BY LICENSEE

SEC. 304. No station license shall be granted by the Commission until the applicant therefor shall have signed a waiver of any claim to the use of any particular frequency or of the ether as against the regulatory power of the United States because of the previous use of the same, whether by license or otherwise.

GOVERNMENT-OWNED STATIONS

SEC. 305. (a) Radio stations belonging to and operated by the United States shall not be subject to the provisions of sections 301 and 303 of this Act. All such Government stations shall use such frequencies as shall be assigned to each or to each class by the President. All such stations, except stations on board naval and other Government vessels while at sea or beyond the limits of the continental United States, when transmitting any radio communication or signal other than a communication or signal relating to Government business, shall conform to such rules and regulations designated to prevent interference with other radio stations and the rights of others as the Commission may prescribe.

(b) Radio stations on board vessels of the United States Shipping Board Bureau or the United States Shipping Board Merchant Fleet Corporation or the Inland and Coastwise Waterways Service shall be subject to the provisions of this title.

(c) All stations owned and operated by the United States, except mobile stations of the Army of the United States, and all other stations on land and sea, shall have special call letters designated by the Commission.

FOREIGN SHIPS

SEC. 306. Section 301 of this Act shall not apply to any person sending radio communications or signals on a foreign ship while the same is within the jurisdiction of the United States, but such communications or signals shall be transmitted only in accordance with such regulations designed to prevent interference as may be promulgated under the authority of this Act.

ALLOCATION OF FACILITIES; TERMS OF LICENSES

SEC. 307. (a) The Commission, if public convenience, interest, or necessity will be served thereby, subject to the limitations of this Act, shall grant to any applicant therefor a station license provided for by this Act.

(b) In considering applications for licenses, and modifications and renewals thereof, when and insofar as there is demand for the same the Commission shall make such distribution of licenses, frequencies, hours of operation, and of power among the several States and communities as to provide a fair, efficient, and equitable distribution of radio service to each of the same.[7]

(c) The Commission shall study the proposal that Congress by statute allocate fixed percentages of radio broadcasting facilities to particular types or kinds of non-profit radio programs or to persons identified with particular types or kinds of non-profit activities, and shall report to Congress, not later than February 1, 1935, its recommendations together with the reasons for the same.

(d) No license granted for the operation of a broadcasting station shall be for a longer term than three years and no license so granted for any other class of station shall be for a longer term than five years, and any license granted may be revoked as hereinafter provided. Upon the expiration of any license, upon application therefor, a renewal of such license may be granted from time to time for a term of not to exceed three years in the case of broadcasting licenses and not to exceed five years in the case of other licenses, but action of the Commission with reference to the granting of such application for the renewal of a license shall be limited to and governed by the same considerations and practice which affect the granting of original applications.

(e) No renewal of an existing station license shall be granted more than thirty days prior to the expiration of the original license.

APPLICATIONS FOR LICENSES; CONDITIONS IN LICENSE FOR FOREIGN COMMUNICATION

SEC. 308. (a) The Commission may grant licenses, renewal of licenses, and modification of licenses only upon written application therefor received by it: *Provided, however*, That in cases of emergency found by the Commission, licenses, renewals of licenses, and modifications of licenses, for stations on vessels or aircraft of the United States, may be issued under such conditions as the Commission may impose, without such formal application. Such licenses, however, shall in no case be for a longer term than three months: *Provided further*, That the Commission may issue by cable, telegraph, or radio a permit for the operation of a station on a vessel of the United States at sea, effective in lieu of a license until said vessel shall return to a port of the continental United States.

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[6] *Subsections (m) and (n) of section 303 were amended and subsection (r) of section 303 was added by Public—No. 97—75th Congress, 1st Session, approved May 20, 1937.*

[7] *Subsection (b) of section 307 was amended by Public—No. 652—74th Congress, approved June 5, 1936.*

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(b) All such applications shall set forth such facts as the Commission by regulation may prescribe as to the citizenship, character and financial, technical, and other qualifications of the applicant to operate the station; the ownership and location of the proposed station and of the stations, if any, with which it is proposed to communicate; the frequencies and the power desired to be used; the hours of the day or other periods of time during which it is proposed to operate the station; the purposes for which the station is to be used; and such other information as it may require. The Commission, at any time after the filing of such original application and during the term of any such license, may require from an applicant or licensee further written statements of fact to enable it to determine whether such original application should be granted or denied or such license revoked. Such application and/or such statement of fact shall be signed by the applicant and/or licensee under oath or affirmation.

(c) The Commission in granting any license for a station intended or used for commercial communication between the United States or any Territory or possession, continental or insular, subject to the jurisdiction of the United States, and any foreign country, may impose any terms, conditions, or restrictions authorized to be imposed with respect to submarine-cable licenses by section 2 of an Act entitled "An Act relating to the landing and the operation of submarine cables in the United States," approved May 24, 1921.

HEARINGS ON APPLICATIONS FOR LICENSES; FORM OF LICENSES; CONDITIONS ATTACHED TO LICENSES

SEC. 309. (a) If upon examination of any application for a station license or for the renewal or modification of a station license the Commission shall determine that public interest, convenience, or necessity would be served by the granting thereof, it shall authorize the issuance, renewal, or modification thereof in accordance with said finding. In the event the Commission upon examination of any such application does not reach such decision with respect thereto, it shall notify the applicant thereof, shall fix and give notice of a time and place for hearing thereon, and shall afford such applicant an opportunity to be heard under such rules and regulations as it may prescribe.

(b) Such station licenses as the Commission may grant shall be in such general form as it may prescribe, but each license shall contain, in addition to other provisions, a statement of the following conditions to which such license shall be subject:

(1) The station license shall not vest in the licensee any right to operate the station nor any right in the use of the frequencies designated in the license beyond the term thereof nor in any other manner than authorized therein.

(2) Neither the license nor the right granted thereunder shall be assigned or otherwise transferred in violation of this Act.

(3) Every license issued under this Act shall be subject in terms to the right of use or control conferred by section 606 hereof.

LIMITATION ON HOLDING AND TRANSFER OF LICENSES

SEC. 310. (a) The station license required hereby shall not be granted to or held by—

(1) Any alien or the representative of any alien;

(2) Any foreign government or the representative thereof;

(3) Any corporation organized under the laws of any foreign government;

(4) Any corporation of which any officer or director is an alien or of which more than one-fifth of the capital stock is owned of record or voted by aliens or their representatives or by a foreign government or representative thereof, or by any corporation organized under the laws of a foreign country;

(5) Any corporation directly or indirectly controlled by any other corporation of which any officer or more than one-fourth of the directors are aliens, or of which more than one-fourth of the capital stock is owned of record or voted, after June 1, 1935, by aliens, their representatives, or by a foreign government or representative thereof, or by any corporation organized under the laws of a foreign country, if the Commission finds that the public interest will be served by the refusal or the revocation of such license.

Nothing in this subsection shall prevent the licensing of radio apparatus on board any vessel, aircraft, or other mobile station of the United States when the installation and use of such apparatus is required by Act of Congress or any treaty to which the United States is a party.

(b) The station license required hereby, the frequencies authorized to be used by the licensee, and the rights therein granted shall not be transferred, assigned, or in any manner either voluntarily or involuntarily disposed of, or indirectly by transfer of control of any corporation holding such license, to any person, unless the Commission shall, after securing full information, decide that said transfer is in the public interest, and shall give its consent in writing.

REFUSAL OF LICENSES AND PERMITS IN CERTAIN CASES

SEC. 311. The Commission is hereby directed to refuse a station license and/or the permit hereinafter required for the construction of a station to any person (or to any person directly or indirectly controlled by such person) whose license has been revoked by a court under section 313, and is hereby authorized to refuse such station license and/or permit to any other person (or to any person directly or indirectly controlled by such person) which has been finally adjudged guilty by a Federal court of unlawfully monopolizing or attempting unlawfully to monopolize, radio communication, directly or indirectly, through the control of the manufacture or sale of radio apparatus, through exclusive traffic arrangements, or by any other means, or to have been using unfair methods of competition. The granting of a license shall not stop the United States or any person aggrieved from proceeding against such person for violating the law against unfair methods of competition or for a violation of the law against unlawful restraints and monopolies and/or combinations, contracts, or agreements in restraint of trade, or from instituting proceedings for the dissolution of such corporation.

REVOCATION OF LICENSES

SEC. 312. (a) Any station license may be revoked for false statements either in the application or in the statement of fact which may be required by section 308 hereof, or because of conditions revealed by such statements of fact as may be required from time to time which would warrant the Commission in refusing to grant a license on an original application, or for failure to operate substantially as set forth in the license, or for violation of or failure to observe any of the restrictions and conditions of this Act or of any regulation of the Commission authorized by this Act or by a treaty ratified by the United States: *Provided, however,* That no such order of revocation shall take effect until fifteen days' notice in writing thereof, stating the cause for the proposed revocation, has been given to the licensee. Such licensee may make written application to the Commission at any time within said fifteen days for a hearing upon such order, and upon the filing of such written application said order of revocation shall stand suspended until the conclusion of the hearing conducted under such rules as the Commission may prescribe. Upon the conclusion of said hearing the Commission may affirm, modify, or revoke said order of revocation.

(b) Any station license hereafter granted under the provisions of this Act or the construction permit required hereby and hereafter issued, may be modified by the Commission either for a limited time or for the duration of the term thereof, if in the judgment of the Commission such action will promote the public interest, convenience, and necessity, or the provisions of this Act or of any treaty ratified by the United States will be more fully complied with: *Provided, however,* That no such order of modification shall become final until the holder of such outstanding license or permit shall have been notified in writing of the proposed action and the grounds or reasons therefor and shall have been given reasonable opportunity to show cause why such an order of modification should not issue.

APPLICATION OF ANTITRUST LAWS

SEC. 313. All laws of the United States relating to unlawful restraints and monopolies and to combinations, contracts, or agreements in restraint of trade are hereby declared to be applicable to the manufacture and sale of and to trade in radio apparatus and devices entering into or affecting interstate or foreign commerce and to interstate or foreign radio communications. Whenever in any suit, action, or proceeding, civil or criminal, brought under the provisions of any said laws or in any proceedings brought to enforce or to review findings and orders of the Federal Trade Commission or other governmental agency in respect of any matters as to which said Commission or other governmental agency is by law authorized to act, any licensee shall be found guilty of the violation of the provisions of such laws or any of them, the court, in addition to the penalties imposed by said laws, may adjudge, order, and/or decree that the license of such licensee shall, as of the date the decree or judgment becomes finally effective or as of such date as the said decree shall fix, be revoked and that all rights under such license shall thereupon cease: *Provided, however,* That such licensee shall have the same right of appeal or review as is provided by law in respect of other decrees and judgments of said court.

PRESERVATION OF COMPETITION IN COMMERCE

SEC. 314. After the effective date of this Act no person engaged directly, or indirectly through any person directly or indirectly controlling or controlled by, or under direct or indirect common control with, such person, or through an agent, or otherwise, in the business of transmitting and/or receiving for hire energy, communications, or signals by radio in accordance with the terms of the license issued under this Act, shall by purchase, lease, construction, or otherwise, directly or indirectly, acquire, own, control, or operate any cable or wire telegraph or telephone line or system between any place in any State, Territory, or possession of the United States or in the District of Columbia, and any place in any foreign country, or shall acquire, own, or control any part of the stock or other capital share or any interest in the physical property and/or other assets of any such cable, wire, telegraph, or telephone line or system, if in either case the purpose is and/or the effect thereof may be to substantially lessen competition or to restrain commerce between any place in any State, Territory, or possession of the United States, or in the District of Columbia, and any place in any foreign country, or unlawfully to create monopoly in any line of commerce; nor shall any person engaged directly, or indirectly through any person directly or indirectly controlling or controlled by, or under direct or indirect common control with, such person, or through an agent, otherwise, in the business of transmitting and/or receiving for hire messages by any cable, wire, telegraph, or telephone line or system (a) between any place in any State, Territory, or possession of the United States, or in the District of Columbia, and any place in any other State, Territory, or possession of the United States; or (b) between any place in any State, Territory, or possession of the United States, or the District of Columbia, and any place in any foreign country, by purchase, lease, construction, or otherwise, directly or indirectly acquire, own, control, or operate any station or the apparatus therein, or any system for transmitting and/or receiving radio communications or signals between any place in any State, Territory, or possession of the United States, or in the District of Columbia, and any place in any foreign country, or shall acquire, own, or control any part of the stock or other capital share or any interest in the physical property and/or other assets of any such radio station, apparatus, or system, if in either case the purpose is and/or the effect thereof may be to substantially lessen competition or to restrain commerce between any place in any State, Territory, or possession of the United States, or in the District of Columbia, and any place in any foreign country, or unlawfully to create monopoly in any line of commerce.

The Communications Act of 1934

(Provisions Relating to Broadcasting and Allied Services, With Sections Dealing Exclusively With Public Utility Common Carriers Omitted)

Passed by 73rd Congress; Approved June 19, 1934; With Amendments

FACILITIES FOR CANDIDATES FOR PUBLIC OFFICE

SEC. 315. If any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station, and the Commission shall make rules and regulations to carry this provision into effect: *Provided*, That such licensee shall have no power of censorship over the material broadcast under the provisions of this section. No obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate.

LOTTERIES AND OTHER SIMILAR SCHEMES

SEC. 316. No person shall broadcast by means of any radio station for which a license is required by any law of the United States, and no person operating any such station shall knowingly permit the broadcasting of, any advertisement of or information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance, or any list of the prizes drawn or awarded by means of any such lottery, gift enterprise, or scheme, whether said list contains any part or all of such prizes. Any person violating any provision of this section shall, upon conviction thereof be fined not more than $1,000 or imprisoned not more than one year, or both for each and every day during which such offense occurs.

ANNOUNCEMENT THAT MATTER IS PAID FOR

SEC. 317. All matter broadcast by any radio station for which service, money, or any other valuable consideration is directly or indirectly paid, or promised to or charged or accepted by, the station so broadcasting, from any person shall, at the time the same is so broadcast, be announced as paid for or furnished, as the case may be, by such person.

OPERATION OF TRANSMITTING APPARATUS

SEC. 318. The actual operation of all transmitting apparatus in any radio station for which a station license is required by this Act shall be carried on only by a person holding an operator's license issued hereunder, and no person shall operate any such apparatus in such station except under and in accordance with an operator's license issued to him by the Commission: *Provided, however*, That the Commission if it shall find that the public interest, convenience, or necessity will be served thereby may waive or modify the foregoing provisions of this section for the operation of any station except (1) stations for which licensed operators are required by international agreement, (2) stations for which licensed operators are required for safety purposes, (3) stations engaged in broadcasting, and (4) stations operated as common carriers on frequencies below thirty thousand kilocycles: *Provided further*, That the Commission shall have power to make special regulations governing the granting of licenses for the use of automatic radio devices and for the operation of such devices.[8]

CONSTRUCTION PERMITS

SEC. 319. (a) No license shall be issued under the authority of this Act for the operation of any station the construction of which is begun or is continued after this Act takes effect, unless a permit for its construction has been granted by the Commission upon written application therefor. The Commission may grant such permit if public convenience, interest, or necessity will be served by the construction of the station. This application shall set forth such facts as the Commission by regulation may prescribe as to the citizenship, character, and the financial, technical, and other ability of the applicant to construct and operate the station, the ownership and location of the proposed station and of the station or stations with which it is proposed to communicate, the frequencies desired to be used, the hours of the day or other periods of time during which it is proposed to operate the station, the purpose for which the station is to be used, the type of transmitting apparatus to be used, the power to be used, the date upon which the station is expected to be completed and in operation, and such other information as the Commission may require. Such application shall be signed by the applicant under oath or affirmation.

(b) Such permit for construction shall show specifically the earliest and latest dates between which the actual operation of such station is expected to begin, and shall provide that said permit will be automatically forfeited if the station is not ready for operation within the time specified or within such further time as the Commission may allow, unless prevented by causes not under the control of the grantee. The rights under any such permit shall not be assigned or otherwise transferred to any person without the approval of the Commission. A permit for construction shall not be required for Government stations, amateur stations, or stations upon mobile vessels, railroad rolling stock, or aircraft. Upon the completion of any station for the construction or continued construction of which a permit has been granted, and upon it being made to appear to the Commission that all the terms, conditions, and obligations set forth in the application and permit have been fully met, and that no cause or circumstance arising or first coming to the knowledge of the Commission since the granting of the permit would, in the judgment of the Commission, make the operation of such station against the public interest, the Commission shall issue a license to the lawful holder of said permit for the operation of said station. Said license shall conform generally to the terms of said permit.

DESIGNATION OF STATIONS LIABLE TO INTERFERE WITH DISTRESS SIGNALS

SEC. 320. The Commission is authorized to designate from time to time radio stations the communications or signals of which, in its opinion, are liable to interfere with the transmission or reception of distress signals of ships. Such stations are required to keep a licensed radio operator listening in on the frequencies designated for signals of distress and radio communications relating thereto during the entire period the transmitter of such station is in operation.

DISTRESS SIGNALS AND COMMUNICATIONS

SEC. 321[9]. (a) The transmitting set in a radio station on shipboard may be adjusted in such a manner as to produce a maximum of radiation, irrespective of the amount of interference which may thus be caused, when such station is sending radio communications or signals of distress and radio communications relating thereto.[9]

(b) All radio stations, including Government stations and stations on board foreign vessels when within the territorial waters of the United States, shall give absolute priority to radio communications or signals relating to ships in distress; shall cease all sending on frequencies which will interfere with hearing a radio communication or signal of distress, and, except when engaged in answering or aiding the ship in distress, shall refrain from sending any radio communications or signals until there is assurance that no interference will be caused with the radio communications or signals relating thereto, and shall assist the vessel in distress, so far as possible, by complying with its instructions.

INTERCOMMUNICATION IN MOBILE SERVICE

SEC. 322.[9] Every land station open to general public service between the coast and vessels or aircraft at sea shall, within the scope of its normal operations, be bound to exchange radio communications or signals with any ship or aircraft station at sea; and each station on shipboard or aircraft at sea shall, within the scope of its normal operations, be bound to exchange radio communications or signals with any other station on shipboard or aircraft at sea or with any land station open to general public service between the coast and vessels or aircraft at sea: *Provided*, That such exchange of radio communication shall be without distinction as to radio systems or instruments adopted by each station.[7]

INTERFERENCE BETWEEN GOVERNMENT AND COMMERCIAL STATIONS

SEC. 323. (a) At all places where Government and private or commercial radio stations on land operate in such close proximity that interference with the work of Government stations cannot be avoided when they are operating simultaneously, such private or commercial stations as do interfere with the transmission or reception of radio communications or signals by the Government stations concerned shall not use their transmitters during the first fifteen minutes of each hour, local standard time.

(b) The Government stations for which the above-mentioned division of time is established shall transmit radio communications or signals only during the first fifteen minutes of each hour, local standard time, except in case of signals or radio communications relating to vessels in distress and vessel requests for information as to course, location, or compass direction.

USE OF MINIMUM POWER

SEC. 324. In all circumstances, except in case of radio communications or signals relating to vessels in distress, all radio stations, including those owned and operated by the United States, shall use the minimum amount of power necessary to carry out the communication desired.

FALSE DISTRESS SIGNALS; REBROADCASTING; STUDIOS OF FOREIGN STATIONS

SEC. 325. (a) No person within the jurisdiction of the United States shall knowingly utter or transmit, or cause to be uttered or transmitted, any false or fraudulent signal of distress, or communication relating thereto, nor shall any broadcasting station rebroadcast the program or any part thereof of another broadcasting station without the express authority of the originating station.

(b) No person shall be permitted to locate, use, or maintain a radio broadcast studio or other place or apparatus from which or whereby sound waves are converted into electrical energy, or mechanical or physical reproduction of sound waves produced, and caused to be transmitted or delivered to a radio station in a foreign country for the purpose of being broadcast from any radio station there having a power output of sufficient intensity and/or being so located geographically that its emissions may be received consistently in the United States, without first obtaining a permit from the Commission upon proper application therefor.

(c) Such application shall contain such information as the Commission may by regulation prescribe, and the granting or refusal thereof shall be subject to the requirements of section 309 hereof with respect to applications for station licenses or renewal or modification thereof, and the license or permission so granted shall be revocable for false statements in the application so required or when the Commission, after hearings, shall find its continuation no longer in the public interest.

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[8] *The provisos in section 318 were added by "An Act to amend section 318 of the Communications Act of 1934." Public—No. 26—75th Congress, 1st Session, approved March 29, 1937.*

[9] *Sections 321, 322 and 329 were amended by Public—No. 97—75th Congress, 1st Session, approved May 20, 1937.*

The Communications Act of 1934

(Provisions Relating to Broadcasting and Allied Services, With Sections Dealing Exclusively With Public Utility Common Carriers Omitted)

Passed by 73rd Congress; Approved June 19, 1934; With Amendments

CENSORSHIP; INDECENT LANGUAGE

Sec. 326. Nothing in this Act shall be understood or construed to give the Commission the power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication. No person within the jurisdiction of the United States shall utter any obscene, indecent, or profane language by means of radio communication.

USE OF NAVAL STATIONS FOR COMMERCIAL MESSAGES

Sec. 327. The Secretary of the Navy is hereby authorized, unless restrained by international agreement, under the terms and conditions and at rates prescribed by him, which rates shall be just and reasonable, and which, upon complaint, shall be subject to review and revision by the Commission, to use all radio stations and apparatus, wherever located, owned by the United States and under the control of the Navy Department, (a) for the reception and transmission of press messages offered by any newspaper published in the United States, its Territories or possessions, or published by citizens of the United States in foreign countries, or by any press association of the United States, and (b) for the reception and transmission of private commercial messages between ships, between ship and shore, between localities in Alaska and between Alaska and the continental United States: *Provided,* That the rates fixed for the reception and transmission of all such messages, other than press messages between the Pacific coast of the United States, Hawaii, Alaska, Guam, American Samoa, the Phillipine Islands, and the Orient, and between the United States and the Virgin Islands, shall not be less than the rates charged by privately owned and operated stations for like messages and service: *Provided further,* That the right to use such stations for any of the purposes named in this section shall terminate and cease as between any countries or localities or between any locality and privately operated ships whenever privately owned and operated stations are capable of meeting the normal communication requirments between such countries or localities or between any locality and privately operated ships, and the Commission shall have notified the Secretary of the Navy thereof.

SPECIAL PROVISION AS TO PHILIPPINE ISLANDS AND CANAL ZONE

Sec. 328. This title shall not apply to the Philippine Islands or to the Canal Zone. In international radio matters the Phillipine Islands and the Canal Zone shall be represented by the Secretary of State.

ADMINISTRATION OF RADIO LAWS IN TERRITORIES AND POSSESSIONS

Sec. 329.[6] The Commission is authorized to designate any officer or employee of any other department of the Government on duty in any Territory or possession of the United States to render therein such service in connection with the administration of this Act as the Commission may prescribe and also to designate any officer or employee of any other department of the Government to render such services at any place within the United States in connection with the administration of title III of this Act as may be necessary: *Provided,* That such designation shall be approved by the head of the department in which such person is employed.[7]

TITLE IV—PROCEDURAL AND ADMINISTRATIVE PROVISIONS

JURISDICTION TO ENFORCE ACT AND ORDERS OF COMMISSION

Section 401. (a) The district courts of the United States shall have jurisdiction, upon application of the Attorney General of the United States at the request of the Commission, alleging a failure to comply with or a violation of any of the provisions of this Act by any person, to issue a writ or writs of mandamus commanding such person to comply with the provisions of this Act.

(b) If any person fails or neglects to obey any order of the Commission other than for the payment of money, while the same is in effect, the Commission or any party injured thereby, or the United States, by its Attorney General, may apply to the appropriate district court of the United States for the enforcement of such order. If after hearing, that court determines that the order was regularly made and duly served, and that the person is in disobedience of the same, the court shall enforce obedience to such order by a writ of injunction or other proper process, mandatory or otherwise, to restrain such person or the officers, agents, or representatives of such person, from further disobedience of such order, or to enjoin upon it or them obedience to the same.

(c) Upon the request of the Commission it shall be the duty of any district attorney of the United States to whom the Commission may apply to institute in the proper court and to prosecute under the direction of the Attorney General of the United States all necessary proceedings for the enforcement of the provisions of this Act and for the punishment of all violations thereof, and the costs and expenses of such prosecutions shall be paid out of the appropriations for the expenses of the courts of the United States.

(d) The provisions of the Expediting Act, approved February 11, 1903, as amended, and of section 238 (1) of the Judicial Code, as amended, shall be held to apply to any suit in equity arising under Title II of this Act, wherein the United States is complainant.

PROCEEDINGS TO ENFORCE OR SET ASIDE THE COMMISSION'S ORDERS—APPEAL IN CERTAIN CASES

Sec. 402. (a) The provisions of the Act of October 22, 1913 (38 Stat. 219), relating to the enforcing or setting aside of the orders of the Interstate Commerce Commission, are hereby made applicable to suits to enforce, enjoin, set aside, annul, or suspend any order of the Commission under this Act (except any order of the Commission granting or refusing an application for a construction permit for a radio station, or for a radio station license, or for renewal of an existing radio station license, or for modification of an existing radio station license, or suspending a radio operator's license[10]), and such suits are hereby authorized to be brought as provided in that Act.

(b) An appeal may be taken, in the manner hereinafter provided, from decisions of the Commission to the Court of Appeals of the District of Columbia in any of the following cases:

(1) By any applicant for a construction permit for a radio station, or for a radio station license, or for renewal of an existing radio station license, or for modification of an existing radio station license, whose application is refused by the Commission.

(2) By any other person aggrieved or whose interests are adversely affected by any decision of the Commission granting or refusing any such application.

(3) By any radio operator whose license has been suspended by the Commission.[10]

(c) Such appeal shall be taken by filing with said court within twenty days after the decision complained of is effective, notice in writing of said appeal and a statement of the reasons therefor, together with proof of service of a true copy of said notice and statement upon the Commission. Unless a later date is specified by the Commission as part of its decision, the decision complained of shall be considered to be effective as of the date on which public announcement of the decision is made at the office of the Commission in the city of Washington. The Commission shall thereupon immediately, and in any event not later than five days from the date of such service upon it mail or otherwise deliver a copy of said notice of appeal to each person shown by the records of the Commission to be interested in such appeal and to have a right to intervene therein under the provisions of this section, and shall at all times thereafter permit any such person to inspect and make copies of the appellant's statement of reasons for said appeal at the office of the Commission in the city of Washington. Within thirty days after the filing of said appeal the Commission shall file with the court the originals or certified copies of all papers and evidence presented to it upon the application or order[11] involved, and also a like copy of its decision thereon, and shall within thirty days thereafter file a full statement in writing of the facts and grounds for its decision as found and given by it, and a list of all interested persons to whom it has mailed or otherwise delivered a copy of said notice of appeal.

(d) Within thirty days after the filing of said appeal any interested person may intervene and participate in the proceedings had upon said appeal by filing with the court a notice of intention to intervene and a verified statement showing the nature of the interest of such party, together with proof of service of true copies of said notice and statement, both upon appellant and upon the Commission. Any person who would be aggrieved or whose interests would be adversely affected by a reversal or modification of the decision of the Commission complained of shall be considered an interested party.

(e) At the earliest convenient time the court shall hear and determine the appeal upon the record before it, and shall have power, upon such record, to enter a judgment affirming or reversing the decision of the Commission, and in event the court shall render a decision and enter an order reversing the decision of the Commission, it shall remand the case of the Commission to carry out the judgment of the court: *Provided, however,* That the review by the court shall be limited to questions of law and that findings of fact by the Commission, if supported by substantial evidence, shall be conclusive unless it shall clearly appear that the findings of the Commission are arbitrary or capricious. The court judgment shall be final, subject, however, to review by the Supreme Court of the United States upon writ of certiorari on petition therefor under section 240 of the Judicial Code, as amended, by appellant, by the Commission, or by any interested party intervening in the appeal.

(f) The court may, in its discretion, enter judgment for costs in favor of or against an appellant, and/or other interested parties intervening in said appeal, but not against the Commission, depending upon the nature of the issues involved upon said appeal and the outcome thereof.

INQUIRY BY COMMISSION ON ITS OWN MOTION

Sec. 403. The Commission shall have full authority and power at any time to institute an inquiry, on its own motion, in any case and as to any matter or thing concerning which complaint is authorized to be made, to or before the Commission by any provision of this Act, or concerning which any question may arise under any of the provisions of this Act, or relating to the enforcement of any of the provisions of this Act. The Commission shall have the same powers and authority to proceed with any inquiry instituted on its own motion as though it had been appealed to by complaint or petition under any of the provisions of this Act, including the power to make and enforce any order or orders in the case, or relating to the matter or thing concerning which the inquiry is had, excepting orders for the payment of money.

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[10] *The provisions in sections* 402 *(a) and* (*b*) (3) *relating to suspension of a radio operator's license were added by Public—No.* 97*—75th Congress,* 1*st Session,* approved *May* 20, 1937.

[11] *The words "or order" were added by Public—No.* 97*—75th Congress,* 1*st Session, approved May* 20, 1937.

The Communications Act of 1934

(Provisions Relating to Broadcasting and Allied Services, With Sections Dealing Exclusively With Public Utility Common Carriers Omitted)

Passed by 73rd Congress; Approved June 19, 1934; With Amendments

REPORTS OF INVESTIGATIONS

SEC. 404. Whenever an investigation shall be made by the Commission it shall be its duty to make a report in writing in respect thereto, which shall state the conclusions of the Commission, together with its decision, order, or requirement in the premises; and in case damages are awarded such report shall include the findings of fact on which the award is made.

REHEARING BEFORE COMMISSION

SEC. 405. After a decision, order, or requirement has been made by the Commission in any proceeding, any party thereto may at any time make application for rehearing of the same, or any matter determined therein, and it shall be lawful for the Commission in its discretion to grant such a rehearing if sufficient reason therefor be made to appear: *Provided, however,* That in the case of a decision, order, or requirement made under Title III, the time within which application for rehearing may be made shall be limited to twenty days after the effective date thereof, and such application may be made by any party or any person aggrieved or whose interests are adversely affected thereby. Applications for rehearing shall be governed by such general rules as the Commission may establish. No such application shall excuse any person from complying with or obeying any decision, order, or requirement of the Commission, or operate in any manner to stay or postpone the enforcement thereof, without the special order of the Commission. In case a rehearing is granted, the proceedings thereupon shall conform as nearly as may be to the proceedings in an original hearing, except as the Commission may otherwise direct; and if, in its judgment, after such rehearing and the consideration of all facts, including those arising since the former hearing, it shall appear that the original decision, order, or requirement is in any respect unjust or unwarranted, the Commission may reverse, change, or modify the same accordingly. Any decision, order, or requirement made after such rehearing, reversing, changing, or modifying the original determination, shall be subject to the same provisions as an original order.

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GENERAL PROVISIONS RELATING TO PROCEEDINGS—WITNESSES AND DEPOSITIONS

SEC. 409. (a) Any member or examiner of the Commission, or the director of any division, when duly designated by the Commission for such purpose, may hold hearings, sign and issue subpenas, administer oaths, examine witnesses, and receive evidence at any place in the United States designated by the Commission; except that in the administration of Title III an examiner may not be authorized to exercise such powers with respect to a matter involving (1) a change of policy by the Commission, (2) the revocation of a station license, (3) new devices or developments in radio, or (4) a new kind of use of frequencies. In all cases heard by an examiner the Commission shall hear oral arguments on request of either party.

(b) For the purposes of this Act the Commission shall have the power to require by subpena the attendance and testimony of witnesses and the production of all books, papers, schedules of charges, contracts, agreements, and documents relating to any matter under investigation. Witnesses summoned before the Commission shall be paid the same fees and mileage that are paid witnesses in the court of the United States.

(c) Such attendance of witnesses, and the production of such documentary evidence, may be required from any place in the United States, at any designated place of hearing. And in case of disobedience to a subpena the Commission, or any party to a proceeding before the Commission, may invoke the aid of any court of the United States in requiring the attendance and testimony of witnesses and the production of books, papers, and documents under the provisions of this section.

(d) Any of the district courts of the United States within the jurisdiction of which such inquiry is carried on may, in case of contumacy or refusal to obey a subpena issued to any common carrier or licensee or other person, issue an order requiring such common carrier, licensee, or other person to appear before the Commission (and produce books and papers if so ordered) and give evidence touching the matter in question; and any failure to obey such order of the court may be punished by such court as a contempt thereof.

(e) The testimony of any witness may be taken, at the instance of a party, in any proceeding or investigation pending before the Commission, by deposition, at any time after a cause or proceeding is at issue on petition and answer. The Commission may also order testimony to be taken by deposition in any proceeding or investigation pending before it, at any stage of such proceeding or investigation. Such depositions may be taken before any judge of any court of the United States, or any United States commissioner, or any clerk of a district court, or any chancellor, justice, or judge of a supreme or superior court, mayor, or chief magistrate of a city, judge of a county court, or court of common pleas of any of the United States, or any notary public, not being of counsel or attorney to either of the parties, nor interested in the event of the proceeding or investigation. Reasonable notice must first be given in writing by the party or his attorney proposing to take such deposition to the opposite party or his attorney of record, as either may be nearest, which notice shall state the name of the witness and the time and place of the taking of his deposition. Any person may be compelled to appear and depose, and to produce documentary evidence, in the same manner as witnesses may be compelled to appear and testify and produce documentary evidence before the Commission, as hereinbefore provided.

(f) Every person deposing as herein provided shall be cautioned and sworn (or affirm, if he so request) to testify the whole truth, and shall be carefully examined. His testimony shall be reduced to writing by the magistrate taking the deposition, or under his direction, and shall, after it has been reduced to writing, be subscribed by the deponent.

(g) If a witness whose testimony may be desired to be taken by deposition be in a foreign country, the deposition may be taken before an officer or person designated by the Commission, or agreed upon by the parties by stipulation in writing to be filed with the Commission. All depositions must be promptly filed with the Commission.

(h) Witnesses whose depositions are taken as authorized in this Act, and the magistrate or other officer taking the same, shall severally be entitled to the same fees as are paid for like services in the courts of the United States.

(i) No person shall be excused from attending and testifying or from producing books, papers, schedules of charges, contracts, agreements, and documents before the Commission, or in obedience to the subpena of the Commission, whether such subpena be signed or issued by one or more commissioners, or in any cause or proceeding, criminal or otherwise, based upon or growing out of any alleged violation of this Act, or of any amendments thereto, on the ground or for the reason that the testimony or evidence, documentary or otherwise, required of him may tend to incriminate him or subject him to a penalty or forfeiture; but no individual shall be prosecuted or subjected to any penalty or forfeiture for or on account of any transaction, matter, or thing concerning which he is compelled, after having claimed his privilege against self-incrimination, to testify or produce evidence, documentary or otherwise, except that any individual so testifying shall not be exempt from prosecution and punishment for perjury committed in so testifying.

(j) Any person who shall neglect or refuse to attend and testify, or to answer any lawful inquiry, or to produce books, papers, schedules of charges, contracts, agreements, and documents, if in his power to do so, in obedience to the subpena or lawful requirement of the Commission, shall be guilty of a misdemeanor and upon conviction thereof by a court of competent jurisdiction shall be punished by a fine of not less than $100 nor more than $5,000, or by imprisonment for not more than one year, or by both such fine and imprisonment.

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TITLE V—PENAL PROVISIONS—FORFEITURES

GENERAL PENALTY

SECTION 501. Any person who willfully and knowingly does or causes or suffers to be done any act, matter, or thing, in this Act prohibited or declared to be unlawful, or who willfully and knowingly omits or fails to do any act, matter, or thing in this Act required to be done, or willfully and knowingly causes or suffers such omission or failure, shall, upon conviction thereof, be punished for such offense, for which no penalty (other than a forfeiture) is provided herein, by a fine of not more than $10,000 or by imprisonment for a term of not more than two years, or both.

VIOLATIONS OF RULES, REGULATIONS, AND SO FORTH

SEC. 502. Any person who willfully and knowingly violates any rule, regulation, restriction or condition made or imposed by the Commission under authority of this Act, or any rule, regulation, restriction, or condition made or imposed by any international radio or wire communications treaty or convention, or regulations annexed thereto, to which the United States is or may hereafter become a party, shall, in addition to any other penalties provided by law, be punished, upon conviction thereof, by a fine of not more than $500 for each and every day during which such offense occurs.

* * * * *

VENUE OF OFFENSES

SEC. 505. The trial of any offense under this Act shall be in the district in which it is committed; or if the offense is committed upon the high seas, or out of the jurisdiction of any particular State or district, the trial shall be in the district where the offender may be found or into which he shall be first brought. Whenever the offense is begun in one jurisdiction and completed in another it may be dealt with, inquired of, tried, determined, and punished in either jurisdiction in the same manner as if the offense had been actually and wholly committed therein.

* * * * *

TITLE VI—MISCELLANEOUS PROVISIONS

UNAUTHORIZED PUBLICATION OF COMMUNICATIONS

SEC. 605. No person receiving or assisting in receiving, or transmitting, or assisting in transmitting, any interstate or foreign communication by wire or radio shall divulge or publish the existence, contents, substance, purport, effect, or meaning thereof, except through authorized channels of transmission or reception, to any person other than the addressee, his agent, or attorney, or to a person employed or authorized to forward such communication to its destination, or to proper accounting or distributing officers of the various communicating centers over which the communication may be passed, or to the master of a ship under whom he is serving, or in response to a subpena issued by a court of competent jurisdiction, or on demand of other lawful authority; and no person not being authorized by the sender shall intercept any communication and divulge or publish the existence, contents, substance, purport, effect, or meaning of such intercepted communication to any person; and no person not being entitled thereto shall receive or assist in receiving any interstate or foreign communication by wire or radio and use the same or any information therein contained for his own benefit or for the benefit of another not entitled thereto; and no person having received such intercepted

The Communications Act of 1934

(Provisions Relating to Broadcasting and Allied Services, With Sections Dealing Exclusively With Public Utility Common Carriers Omitted)

Passed by 73rd Congress; Approved June 19, 1934; With Amendments

communication or having become acquainted with the contents, substance, purport, effect, or meaning of the same or any part thereof, knowing that such information was so obtained, shall divulge or publish the existence, contents, substance, purport, effect, or meaning of the same or any part thereof, or use the same or any information therein contained for his own benefit or for the benefit of another not entitled thereto: *Provided,* That this section shall not apply to the receiving, divulging, publishing, or utilizing the contents of any radio communication broadcast, or transmitted by amateurs or others for the use of the general public, or relating to ships in distress.

WAR EMERGENCY—POWERS OF PRESIDENT

SEC. 606. (a) During the continuance of a war in which the United States is engaged, the President is authorized, if he finds it necessary for the national defense and security, to direct that such communications as in his judgment may be essential to the national defense and security shall have preference or priority with any carrier subject to this Act. He may give these directions at and for such times as he may determine, and may modify, change, suspend, or annul them and for any such purpose he is hereby authorized to issue orders directly, or through such person or persons as he designates for the purpose, or through the Commission. Any carrier complying with any such order or direction for preference or priority herein authorized shall be exempt from any and all provisions in existing law imposing civil or criminal penalties, obligations, or liabilities upon carriers by reason of giving preference or priority in compliance with such order or direction.

(b) It shall be unlawful for any person during any war in which the United States is engaged to knowingly or willfully, by physical force or intimidation by threats of physical force, obstruct or retard or aid in obstructing or retarding interstate or foreign communication by radio or wire. The President is hereby authorized, whenever in his judgment the public interest requires, to employ the armed forces of the United States to prevent any such obstruction or retardation of communication: *Provided,* That nothing in this section shall be construed to repeal, modify, or affect either section 6 or section 20 of an Act entitled "An Act to supplement existing laws against unlawful restraints and monopolies, and for other purposes," approved October 15, 1914.

(c) Upon proclamation by the President that there exists war or a threat of war or a state of public peril or disaster or other national emergency, or in order to preserve the neutrality of the United States, the President may suspend or amend, for such time as he may see fit, the rules and regulations applicable to any or all stations within the jurisdiction of the United States as prescribed by the Commission, and may cause the closing of any station for radio communication and the removal therefrom of its apparatus and equipment, or he may authorize the use or control of any such station and/or its apparatus and equipment by any department of the Government under such regulations as he may prescribe, upon just compensation to the owners.

(d) The President shall ascertain the just compensation for such use or control and certify the amount ascertained to Congress for appropriation and payment to the person entitled thereto. If the amount so certified is unsatisfactory to the person entitled thereto, such person shall be paid only 75 per centum of the amount and shall be entitled to sue the United States to recover such further sum as added to such payment of 75 per centum will make such amount as will be just compensation for the use and control. Such suit shall be brought in the manner provided by paragraph 20 of section 24, or by section 145, of the Judicial Code, as amended.

EFFECTIVE DATE OF ACT

SEC. 607. This Act shall take effect upon the organization of the Commission, except that this section and sections 1 and 4 shall take effect July 1, 1934. The Commission shall be deemed to be organized upon such date as four members of the Commission have taken office.

SEPARABILITY CLAUSE

SEC. 608. If any provision of this Act or the application thereof to any person or circumstance is held invalid, the remainder of the Act and the application of such provision to other persons or circumstances shall not be affected thereby.

High Frequency (Apex) Broadcast Stations in the United States

(Authorized by FCC as of January 1, 1939)

Frequency Groups listed in Rule 1053:

[1]—Group C: 31600, 35600, 38600 and 41000 kc.

[2]—Group E (selective): 41600, 86500, 111000 kc.

[3]—Group E (selective): 88000, 120000, 240000 and 500000 kc.

Location	Call Letters	Licensee	Power in Watts	Frequency in Kc. or Groups
Alpine, N. J.	W2XMN	Edwin H. Armstrong	40,000	E[2]
Alpine, N. J.	W2XSN	Paul Godley	1,000	41800
Akron, O.	W8XOY	Allen T. Simmons (WADC)	100	C
Albany, N. Y.	W2XOY	General Electric Co. (WGY)	150	C
Baltimore, Md.	W3XES	Monumental Radio Co. (WCAO)	300	C
Baltimore, Md.	W3XEY	Baltimore Radio Show (WFBR)	100	C
*Boston, Mass.	*W1XER	Yankee Network	500	C
Boston, Mass.	†W1XOJ	Yankee Network	50000	41200
Boston, Mass.	W1XKA	Westinghouse E. & M. Co. (WBZ)	50	C
Buffalo, N. Y.	W8XH	WBEN, Inc.	100	C
Charleston, W. Va.	W8XNO	Charleston Broadcasting Co. (WCHS)	50	26100
Chattanooga, Tenn.	W4XBW	WDOD Broadcasting Corp.	100	C
Chicago, Ill.	W9XBS	National Broadcasting Co. (WMAQ)	50 CP-100	C
Cincinnati, O.	W8XNU	The Crosley Corp. (WLW)	1,000	25950
Cleveland, O.	W8XNT	Radio Air Service Corp. (WHK)	50	C
Dallas, Tex.	W5XD	A. H. Belo Corp. (WFAA)	100	C
Denver, Col.	W9XLA	KLZ Broadcasting Co.	100	C
Detroit, Mich.	W8XWJ	Evening News Ass'n. (WWJ)	500	C
Harrisburg, Ill.	W9XTA	Schonert Radio Service	500	26500
Hartford, Conn.	W1XPW	WDRC Inc.	1,000	40300
Kansas City, Mo.	W9XER	Midland Broadcasting Co. (KMBC)	50	C
Kansas City, Mo.	W9XA	Commercial Radio Equipment Co.	1,000	26450
Los Angeles, Cal.	W6XKG	Ben S. McGlashan (KGFJ)	1000	25950
Los Angeles, Cal.	W6XRE	Ben S. McGlashan (KGFJ)	500	E
Los Angeles, Cal.	W6XDA	Columbia Bcstg. System (KNX)	100	C
Memphis, Tenn.	W4XCA	Memphis Commercial Appeal Co. (WMC)	250	C
Minneapolis, Minn.	W9XHW	Columbia Broadcasting System (WCCO)	50	C
Minneapolis, Minn.	W9XTC	Minnesota Broadcasting Corp. (WTCN)	150	26050
Nashville, Tenn.	W4XA	National Life & Accident Ins. Co. (WSM)	CP-1,000	C
New York City	W2XJI	Bamberger Broadcasting Service (WOR)	100	26300
New Bedford, Mass.	W1XEQ	E. Anthony & Sons (WNBH)	100	C
New York City	W2XDV	Columbia Broadcasting System (WABC)	50	C
New York City	W2XDG	National Broadcasting Co. (WJZ)	150	38650
New York City	W2XHG	National Broadcasting Co. (WEAF)	150	C
New York City	W2XQO	Knickerbocker Broadcasting Co. (WMCA)	100	26550
New York City	W2XVP	City of New York (WNYC)	100 CP-1,000	26100
Norfolk, Va.	W3XEX	WTAR Radio Corp. (WTAR)	50	26050
Oklahoma City, Okla.	W5XAU	WKY Radiophone Co.	100	C
Omaha, Neb.	W9XUY	Central States Broadcasting Co. (KOIL)	100	C
Philadelphia, Pa.	W3XIR	WCAU Broadcasting Co.	100	C
Pittsburgh, Pa.	W8XKA	Westinghouse E. & M. Co. (KDKA)	150	C
Rochester, N. Y.	W8XAI	Stromberg-Carlson Co. (WHAM)	100	C
South Bend, Ind.	W9XH	South Bend Tribune (WSBT)	100	26050
Springfield, Mass.	W1XKB	Westinghouse E. & M. Co. (WBZA)	500	C
St. Louis, Mo.	W9XOK	Star Times Publishing Co. (KTOK)	100	C
St. Louis, Mo.	W9XPD	Pulitzer Publishing Co. (KSD)	100	C
St. Paul, Minn.	W9XUP	National Battery Broadcasting Co. (KSTP)	1,000	26150
Superior, Wis.	W9XJL	Head of the Lakes Broadcasting Co. (WEBC)	250	26100
Washington, D. C.	W3XO	Jansky & Bailey	1,000	40300

* Transmitter located at Sargents Purchase, N. H.

† Transmitter authorized at Paxton, Mass.

PAUL F. GODLEY
Consulting Radio Engineer

Phone:
Montclair (N. J.) 2-7859

Colleges and Universities of the United States

OFFERING COURSES IN RADIO BROADCASTING

With Names of Instructors and Credit Hours

Compiled by the Educational Radio Script Exchange, Radio Division, United States Department of the Interior, Office of Education, Washington, D. C.

** Indicates institution has own broadcasting station*

Abilene Christian College, Abilene, Texas. (D & F-3). In charge of radio: Mrs. A. B. Morris.

Akron, University of, Akron, Ohio. (F-3). In charge of radio: O. A. Hitchcock.

*Alabama, University of Tuscaloosa, Alabama. (A) (D) (E) (F) (K). In charge of radio: Clyde B. Crawley.

Alabama College, Montevallo, Alabama. (A-2). In charge of radio: Nora Landmark.

Alabama Polytechnic Inst., Auburn, Alabama. (A-2) (K-varies). In charge of radio: Woodrow Darling.

Adelphi College, Garden City, New York. (A). In charge of radio: S. E. Frost, Jr.

Alliance Technical Inst., Cambridge Springs, Pa. (A-3). In charge of radio: F. Kowalko.

Antioch College, Yellow Springs, Ohio. (K-6). In charge of radio: C. D. Barbulesco.

Arizona, University of, Tuscon, Arizona. (K). In charge of radio: R. G. Picard.

Arkansas, University of, Fayetteville, Arkansas. (K-3). In charge of radio: C. W. Janes.

Armour Institute, 3300 Federal St., Chicago, Ill. (K-4). In charge of radio: A. W. Sear.

Asheville Normal & Teachers Col., Asheville, North Carolina. (A). In charge of radio: Hazel Gebbany.

Augustana College, Rock Island, Illinois. (A-3) (G). In charge of radio: Theodor LeVander.

Augustana College, Sioux Falls, South Dakota (F) (G). In charge of radio: Hugo A. Carlson.

Baylor University, Waco, Texas. (A-3 1/3). In charge of radio: Sara Lowrey.

Bard College, Annandale-on-Hudson, N. Y. (K & L-8). In charge of radio: Harold Hughes.

Berry College, Mt. Berry, Georgia. (K-2). In charge of radio: L. E. McAllister.

Birmingham Southern College, Birmingham, Alabama. (A-3). In charge of radio: Dr. M. F. Evans.

Blue Ridge College, New Windsor, Maryland. (G). In charge of radio: Mme. Barry-Orlova.

Boston Univ. College of Bus. Adm., Boston, Mass. (B-2) (D-2) (J-2). In charge of radio: Ralph L. Rogers.

Boston College, Chestnut Hill, Mass. (K-8). In charge of radio: Rev. John A. Tobin.

Bob Jones College, Cleveland, Tennessee. (B-2). In charge of radio: Elizabeth Adams.

Bradley Polytechnic Institute, Peoria, Illinois. (A-3) (F-2) (I-12) (K-12). In charge of radio: F. E. Dace.

Branch Agricultural College, Cedar City, Utah. (E-5). In charge of radio: R. L. Halverson.

Brigham Young University, Provo, Utah. (A) (D) (G) (I) (J). In charge of radio: Dr. T. Earl Pardoe.

Bucknell University, Lewisburg, Pennsylvania. (K-3). In charge of radio: George A. Irland.

Butler University, Indianapolis, Indiana. (F-3) (K-6). In charge of radio: L. Gray Burdin.

California Inst. of Technology, Pasadena, California. (K-12). In charge of radio: S. S. Mackeown.

California Polytechnic Jr. Col., San Luis, Obispo, Calif. (A-3) (H-2) (K-6). In charge of radio: B. G. Eaton.

California, University of, Extension Division, Los Angeles, Cal. (B) (D) (G). Margaret Wotten.

Canisius College, Buffalo, N. Y. (A-2) (D-2). In charge of radio: Charles E. Brady.

Capital University, Columbus, Ohio. (B-3). In charge of radio: Prof. W. C. Craig.

Carnegie Inst. of Technology, Pittsburgh, Pa. (K). In charge of radio: Charles Williamson.

Carroll College, Waukesha, Wisconsin. (F-3) (K). In charge of radio: V. P. Batha.

Carson Newman College, Jefferson City, Tennessee. (A-3). In charge of radio: Alex Chavis.

On September 30, 1938, the Educational Radio Script Exchange, of the U. S. Office of Education, mailed a questionnaire to the 1,686 colleges and universities in the United States asking for information regarding specialized courses in the field of radio. Replies were received from 916 institutions. A total of 310 institutions reported at least one regular course in radio. In addition, 210 colleges and universities reported extra-curricular activities involving some phase of radio but such reports were not included in this summary. The survey also indicated that 237 colleges and universities were broadcasting over the facilities of 272 radio stations.

The following code should be used to interpret the listings in this survey: The courses are indicated by alphabetical letters as follows: (A) General Course in Radio. (B) Radio Program Planning and Production. (C) Education by Radio. (D) Radio Script Writing. (E) Radio Announcing. (F) Radio Speech. (G) Radio Dramatics. (H) Radio Music. (I) Radio Station Management (J) Radio Advertising. (K) Technical Courses. (L) Television. (M) Radio Law. Whenever credit hours were reported for any course, the number of hours will be found bracketed with the identifying letter of that particular course.

For example, (D-2) (E) indicates a course in Radio Script Writing for which 2 hours of credit are given and a course in Radio Announcing for which no credit hours were reported. The symbol (F and G—4) signifies that a course involving both Radio Speech and Radio Dramatics is offered with 4 hours of credit given. The symbol (K—varies) indicates technical courses in radio are available for which credit hours vary.

Included with each listing will be found the name of an instructor who is in charge of radio instruction. These persons may be consulted for further information.

Case School of Applied Science, Cleveland, Ohio. (K-3). In charge of radio: J. R. Martin.

Catholic University, Washington, D. C. (D-1) (E-1) (G-1). In charge of radio: Rev. G. V. Hartke.

C. C. N. Y. School of Technology, New York, City. (A-3) (K-3). In charge of radio: Alexander H. Wing, Jr.

Centenary Junior College, Hackettstown, New Jersey. (A-1). In charge of radio: Ellen C. Crouch.

Chicago, University of, Chicago, Illinois. (A-3 1/3) (D-7) (F-3 1/3). In charge of radio: Charles Newton.

Chicago Musical College, Chicago, Illinois. (A) (B) (C) (D) (E) (G) (H). In charge of radio: Belle Forbes Cutter.

Chicago School of Expression and Dramatic Art, Chicago, Illinois. (A) (B) (D) (E) (G). In charge of radio: Helen C. Espie.

Chicago Teachers College, Chicago, Illinois. (C-2). In charge of radio: Luella Hoskins.

Cincinnati, University of, Cincinnati, Ohio. (K-varies) (L-2). In charge of radio: W. C. Osterbrock.

Cincinnati College of Music, Cincinnati, Ohio. (A-4) (B-4) (G) (H). In charge of radio: Uberto Neely.

Cincinnati Conservatory of Music, Cincinnati, Ohio. (A) (D) (G). In charge of radio: Hubert Kockritz.

Citadel, The, Charleston, S. C. (A-6). In charge of radio: N. F. Smith.

Clarkston College, Potsdam, New York. (K-varies). In charge of radio: J. L. Stiles.

Clemson College, Clemson, South Carolina. (K-2). In charge of radio: Prof. A. B. Credle.

Coe College, Cedar Rapids, Iowa. (A-2) (F). In charge of radio: J. Dale Welsch.

Colgate University, Hamilton, N. Y. (A-3) In charge of radio: C. L. Henshaw.

College of St. Scholastica, Duluth, Minn. (A-1). In charge of radio: Sister Bernard.

College of St. Teresa, Winona, Minnesota. (B) (G). In charge of radio: Sister M. Marcelline.

College of Wooster, Wooster, Ohio. (A-4). In charge of radio: Earl W. Ford.

Colorado College, Colorado Springs, Colorado (K-3). In charge of radio: Howard Olson.

Colorado State College, Fort Collins, Colorado (A-3). In charge of radio: Frank P. Goeder, Ph.D.

Colorado State College of Education, Greeley, Colorado (A-4). In charge of radio: F. L. Herman.

Colorado School of Mines, Golden, Colorado (K-6). In charge of radio: Myron G. Pawley, Raymond Dickinson.

Columbia College of Drama and Radio, Chicago, Illinois (A) (B-2) (C) (D-2) (E-2) (F-2) (G-4). In charge of radio: Norman Alexandroff.

Columbia University, New York City (A-2) (D-3). In charge of radio: James C. Egbert.

Compton Junior College, Compton, California (K-5). In charge of radio: Jesse E. Hathaway.

Connecticut State College, Storrs, Conn. (K-3). In charge of radio: Dr. R. B. Corbett.

Cornell College, Mount Vernon, Iowa (A-3) (B-3). In charge of radio: Albert Johnson.

*Cornell University, Ithaca, New York (A-2) (K-4). In charge of radio: Chas. A. Taylor.

Cornish School, The, Seattle, Washington (A-3) (B-2) (D-2) (E-2) (F-2) (G-3) (J-3). In charge of radio: Donald MacLean.

Cummock Junior College, Los Angeles, California (F). In charge of radio: Josephine Dillon.

Creighton University, Omaha, Nebraska (B-3) (D-3). In charge of radio: Edwin Puls.

Dayton, University of, Dayton, Ohio (A-3). In charge of radio: Prof. Louis Rose.

Denison University, Granville, Ohio (A-3). In charge of radio: Richard H. Howe.

Denver, University of (School of Commerce), Denver, Colorado (B-2¼) D-2¼) (F-2½). In charge of radio: Roscoe K. Stockton.

Detroit, University of, Detroit, Michigan (A-2) (F). In charge of radio: E. A. McFaul.

Drake University, Des Moines, Iowa (A-2) (B-2) (D-5) (G-2) (I-3) (J-2). In charge of radio: Edwin G. Barrett. Note: Drake offers a major in radio.

Doane College, Crete, Nebraska (A-2) (B) (G). In charge of radio: Dr. E. Russell Wightman.

Drexel Instruction of Technology, Philadelphia, Pa. (K). In charge of radio: R. T. Zern.

Dubuque, University of, Dubuque, Iowa (A-4) (K-4). In charge of radio: R. G. Wilson.

Duke University, Durham, North Carolina (K-3). In charge of radio: W. J. Seeley.

Duquesne University, Duquesne, Pa. (A-3). In charge of radio: Madeleine S. Foust.

East Central Teachers College, Ada, Oklahoma (A-2). In charge of radio: D. J. Nabors.

Eastern Washington College of Education, Cheney, Washington (K-2). In charge of radio: James S. Lane.

Elmira College, Elmira, New York (F). In charge of radio: Geraldine Quinlon.

Emerson College, Boston, Mass. (A) (D) (E) (G). In charge of radio: Arthur F. Edes.

Emory University, Emory University, Georgia (A-5) (K). In charge of radio: J. B. Peebles.

Emporia, College of, Emporia, Kansas (A-4). In charge of radio: R. F. Miller.

*Florida, University of, Gainesville, Florida (F-3) (K-varies). In charge of radio: Garland Powell.

Florida Southern College, Lakeland, Florida (A-1). In charge of radio: Miss Alma Johnson.

Florida A and M, Tallahassee, Florida (A-2) (K-4). In charge of radio: H. R. Orr.

Fort Hays Kansas State College, Hays, (Kansas (A-3). In charge of radio: Harvey A. Zinszer.

Frances Shimer College, Mount Carroll, Illinois, (D-2) (G-3). In charge of radio: George E. Hoffman.

Franklin University, YMCA, Columbus, Ohio (A) (K). In charge of radio: E. E. Dysart.

Friends University, Wichita, Kansas (B-2) (E-1) (G) (K-5). In charge of radio: Irene Vickers Baker.

George Peabody Teachers College, Nashville, Tennessee (E-2). In charge of radio: A. L. Crabb.

George Washington University, Washington, D. C. (A-3) (K). In charge of radio: Prof. W. Hayes Yeafer.

*Georgia School of Technology, Atlanta, Georgia (A-3) (D & F-3) (K-3). In charge of radio: Irving H. Gerks.

Georgetown University, Washington, D. C. (A) (M-2). In charge of radio: Mr. P. J. Donovan.

Georgia, University of, Athens, Ga. (D & E-5). In charge of radio: Prof. Edward C. Crouse.

Glendale Junior College, Glendale, California (A-3) (F-2). In charge of radio: B. L. Griffing.

Gonzaga University, Spokane, Washington (K-4). In charge of radio: Richard A. Brown.

Harding College, Searcy, Arkansas (A-5) (H-3). In charge of radio: Leonard Kirk.

Hardin-Simmons University, Abilene, Texas (F-3). In charge of radio: Katharine Boyd.

Haverford College, Haverford, Pa. (A-3) (K-3). In charge of radio: J. D. Elder.

Hastings College, Hastings, Nebraska (A-2) (F). In charge of radio: Charles J. Thurmond.

Harvard University, Cambridge, Mass. (K). In charge of radio: Dr. R. W. Hickman.

Howard College, Birmingham, Alabama (K-2). In charge of radio: Paul D. Bales.

Houston, University of, Houston, Texas (K-3½). In charge of radio: Harvey W. Harris.

Idaho, University of, Moscow, Idaho (A-2) (K-varies). In charge of radio: Prof. R. H. Hull.

*Illinois, University of, Urbana, Illinois, (K) in charge of radio: Josef F. Wright.

Illinois State Normal, Normal, Illinois (F-2). In charge of radio: Harvey F. Admire.

Illinois Wesleyan University, Bloomington, Illinois (A-4). In charge of radio: Wilson B. Paul.

Indiana State Teachers College, Terre Haute, Indiana (B-4) (D-4) (F). In charge of radio: Dr. Clarence M. Morgan.

Indiana University, Bloomington, Indiana (A-3) (B-3) (C-3) (D-3). In charge of radio: Dr. Lee Norvelle.

*Iowa, State University of, Iowa City, Iowa (A-3) (F-3 (G-3) (J-2) (K-3) (L-2). In charge of radio: Bruce E. Mahan.

*Iowa State College, Ames, Iowa (D-3) (F-3) (K-4) (L-4). In charge of radio: W. I. Griffith.

Iowa Wesleyan College, Mount Pleasant, Iowa (A-3). In charge of radio: Roger M. Morrow.

Ithaca College, Ithaca, New York (D) (G-2). In charge of radio: Dr. Winn F. Zeller.

John Brown University, Siloam Springs, Arkansas (A-3) (B-3) (I-3) (K-varies) (M-2). In charge of radio: Harold Fristoe.

John Carroll University, Cleveland, Ohio (B-3) (D-3) (E-3) G-3). In charge of radio: Wm. A. D. Millson.

John Hopkins University, Homewood, Baltimore, Md. (K-3). In charge of radio: Ferdinand Hamburger, Jr.

John B. Stetson University, De Land, Florida (G-6) (H-6) (K-6). In charge of radio: Dr. Robert I. Allen.

Juilliard School of Music, 130 Claremont Ave., N. Y. C. (A). In charge of radio: Robert A. Simon.

*Kansas, University of, Lawrence, Kansas (G-2). In charge of radio: Harold G. Ingham.

*Kansas State College, Manhattan, Kansas (A-3) (B-2) (D-2) (F-2) (H-2) (J-3) (K-4). In charge of radio: H. B. Summers.

Kansas State Teachers College, Emporia, Kansas (A-2). In charge of radio: S. Winston Cram.

Kanawha College, Charleston, W. Va. (A-2). In charge of radio: Ann Ferguson.

Kent State University, Kent, Ohio (A-3). In charge of radio: G. Harry Wright.

Kentucky, University of, Lexington, Kentucky (K-3). In charge of radio: Elmer G. Sulzer.

Lafayette College, Easton, Pa. (A-3) (K & L-6). In charge of radio: C. H. Page.

La Grange College, La Grange, Georgia (F-3). In charge of radio: Mae Kirkland.

Lamont School of Music, Denver, Colorado (A-2) (B-2) (E) (G-2). In charge of radio: James Lehman.

Lehigh University, Bethlehem, Pa. (K-varies). In charge of radio: Assoc. Prof. H. C. Knutson.

Lenoir Rhyne College, Hickory, North Carolina (A-3). In charge of radio: Karl Z. Morgan.

Lincoln University, Jefferson City, Missouri (A). In charge of radio: Albert A. Kildare.

Little Rock Junior College, Little Rock, Arkansas (G) (H-1). In charge of radio: Dell Park McDermott.

Long Beach Junior College, Long Beach, California (F-6). In charge of radio. Miss Edith Hitchcock.

Loyola University, Los Angeles, California (A-2) (D-2) (G-1) (J-1). In charge of radio: Martin H. Work.

Louisville Municipal College, Louisville, Kentucky (K-4). In charge of radio: Donald A. Edwards.

Louisiana Polytechnic Institute, Ruston, Louisiana (C) (K). In charge of radio: D. G. Armstrong.

Louisiana State University, University, Louisiana (A-3) (D-3) (F-3) (I-3) (K-3). In charge of radio: Ralph W. Steetle.

Mac Phail School of Music, Minneapolis, Minnesota (A & F-4) (H-4). In charge of radio: Don Tuttle.

McMurry College, Abilene, Texas (B-3). In charge of radio: Harold G. Burman.

Macalester College, St. Paul, Minnesota (K-4). In charge of radio: R. B. Hastings.

Madison College, Madison College, Tennessee (A-4) (K-4). In charge of radio: Bayard D. Goodge.

Maine, University of, Orono, Maine (F-2) (K-2). In charge of radio: W. J. Creamer.

Manhattan College, New York City (K-6). In charge of radio: J. Francis Reintjes.

Marjorie Webster School, The, Rock Creek Park, Washington, D. C. (B-3) (D-3) (G-3). In charge of radio: Miss Florence McCracken.

Marquette University, Milwaukee, Wisconsin (A-2) (F-2) (K-3). In charge of radio: Wm. R. Duffey.

Marin Junior College, Kentfield, California (K-2). In charge of radio: C. E. Cherry.

Marshall College, Huntington, W. Va. (A-3). In charge of radio: Dr. Frank A. Gilbert.

Maryland, University of, College Park, Maryland (A-2). In charge of radio: Dr. Ray Ehrensberger.

Massachusetts Institute of Technology, Cambridge, Mass. (K-varies). In charge of radio: Prof. Edward L. Bowles.

Massachusetts State College, Amherst, Mass. (K). In charge of radio: Francis C. Pray.

Miami University, Oxford, Ohio (D-3) (F) (G). In charge of radio: A. Loren Gates.

Michigan, University of, Ann Arbor, Mich. (A-2) (C-2) (D-2) (E) (G-2) (J-4) (K-12) (L-2). In charge of radio: Prof. Waldo Abbot.

Michigan Col. of Mining & Tech., Houghton, Michigan (K-6) (I-3) (L). In charge of radio: G. W. Swenson.

*Michigan State College, East Lansing, Michigan (D-2) (E-3) (F-5) (G-3) (K-2). In charge of radio: Robert J. Coleman.

Milton College, Milton, Wisconsin (K-4). In charge of radio: C. F. Oakley.

*Minnesota, University of, Minneapolis, Minn. (F-3) (K-3). In charge of radio: E. W. Ziebarth.

Missouri, University of, Columbia, Missouri (A-4) (K-4). In charge of radio: Prof. C. M. Wallis.

Missouri Valley College, Marshall, Missouri (K-3). In charge of radio: Dwight M. Pasek.

Mississippi College, Clinton, Mississippi (A-3). In charge of radio: Prof. Henry A. Carlock.

Mississippi State College, State College, Miss. (A-3) (M-3) (K-6). In charge of radio: Horace M. Trent.

Mt. Holyoke College, South Hadley, Mass. (K & L-3). In charge of radio: Rogers D. Rusk.

Modesto Junior College, Modesto, California (A-2). In charge of radio: Leonard I. Bartlett.

Montana State College, Bozeman, Montana (K-3). In charge of radio: Prof. C. F. Bowman.

Moore School of Electrical Eng., Philadelphia, Pa. (B-2) (D & F-4) (K-3). In charge of radio: Knox McIlwain.

Moravian College, Bethlehem, Pa. (A-3). In charge of radio: Cyril N. Hoyler.

Mount Mary College, Milwaukee, Wisconsin (A-1) (B-2) (F). In charge of radio: S. M. Louis Downey.

Muhlenburg College, Allentown, Pa. (A-4) (K). In charge of radio: Dr. Carl W. Boyer.

Mundelein College, Chicago, Illinois (D-2). In charge of radio: Miss Louise Litten.

Murray State Teachers College, Murray, Kentucky (K-4). In charge of radio: Charles Hire.

Muskingum College, New Concord, Ohio (A-2). In charge of radio: W. H. Ewing.

National University, Washington, D. C. (M-4). In charge of radio: Howard S. LeRoy.

Nebraska, University of, Lincoln, Nebraska (K-4). In charge of radio: Ferris W. Norris.

Nebraska State Teachers College, Wayne, Nebraska (A-4). In charge of radio: Prof. J. E. Brock.

Nebraska Wesleyan University, Lincoln, Nebraska (A-3) (B-3). In charge of radio: J. C. Jensen.

Nevada, University of, Reno, Nevada (K-3). In charge of radio: Assoc. Prof. I. J. Sandorf.

New River State College, Montgomery, W. Va. (A-3) (L-3) (M-3). In charge of radio: Ritter F. Maxwell.

New Rochelle, College of, New Rochelle, New York (D-4). In charge of radio: Margaret C. Richard.

New Mexico, University of, Albuquerque, New Mexico (B-3) (D) (G-3) (H-3) (K-4). In charge of radio: Dr. Herbert L. Jones.

N. Y. State School of Agriculture, Alfred, New York (K-6). In charge of radio: G. F. Craig.

New York University, New York City (A) (B) (D) (I) (K) (L). In charge of radio: Paul A. McGhee.

N. Dak. State School of Science, Wahpeton, North Dakota. (K) In charge of radio: Wm. J. Duvall.

Northern Illinois S.T.C., DeKalb, Illinois (A-4). In charge of radio: H. W. Gould.

Northeastern University, Boston, Mass. (K). In charge of radio: Wm. C. White.

North Texas S.T.C., Denton, Texas (A-3). In charge of radio: Mrs. Olive M. Johnson.

Norwich University, Northfield, Vermont (K-3). In charge of radio: D. E. Howes.

Northwestern University, Evanston, Illinois (A-2) (B & G-2) (D & E-2) (J). In charge of radio: Albert R. Crews.

Notre Dame, University of, Notre Dame, Indiana (B) (C) (D-3) (E) (G) (H) (I) K-3). In charge of radio: Rev. Eugene Burke.

Oglethorpe University, Ogelthorpe, Georgia (A-4). In charge of radio: J. W. Comer.

Ohio, University of, Athens, Ohio (A-3) (B-3) (D-3) (G) (F) (K-4). In charge of radio: Vincent Jukes, D. B. Green.

*Ohio State University, Columbus, Ohio (B-3) (C-3) (D-3) (F-3) (H-3) (I-2) (J-3) (K-4). In charge of radio: W. L. Everitt, H. W. Bibber.

Ohio Wesleyan University, Delaware, Ohio (A-2). In charge of radio: R. C. Hunter.

Oklahoma A & M College, Stillwater, Oklahoma (K-3). In charge of radio: Benj. A. Fisher.

Oklahoma College For Women, Chickasha, Oklahoma (F). In charge of radio: B. H. Mayall.

*Oklahoma, University of, Norman, Oklahoma (B-2) (D-2) (F-2) (G-3) (J-2) (K-varies). In charge of radio: H. H. Leake.

Omaha, University of, Omaha, Nebraska (A-1) (D) (G). In charge of radio: Lucile Ruby.

Oregon Inst. of Technology, Portland, Oregon (A) (E-2) (K-varies) (M). In charge of radio: C. D. Newman.

*Oregon State Agricultural College, Corvallis, Oregon (F) (G-2). In charge of radio: C. B. Mitchell.

Pacific Union College, Angwin, California (B-2). In charge of radio: Charles E. Weniger.

Pacific, College of the, Stockton, California (A-1) (B-2) (F-2). In charge of radio: John C. Crabbe.

Phoenix Junior College, Phoenix, Arizona (A-4) (B-2) (K-2). In charge of radio: Donald F. Stone.

Pittsburgh, University of, Pittsburgh, Pa. (K-2). In charge of radio: Prof. H. E. Dyche.

Polytechnic Institute of Brooklyn, 99 Livingston St., Brooklyn, N. Y. (K-5). In charge of radio: Frank E. Canavaciol.

Presbyterian College, Clinton, S. C. (B-6) (D-3) (F-3). In charge of radio: Prof. John H. Thatcher.

*Purdue University, Lafayette, Indiana (A-3) (K-3) (L). In charge of radio: Dr. C. F. Harding.

Pasadena Junior College, Pasadena, California (A-3) (B-3). In charge of radio: N. Vincent Parsons.

Paterson, The College of, Paterson, New Jersey (D-3). In charge of radio: Carl N. Walton.

Redlands, University of, Redlands, California (A-2) (K-4). In charge of radio: Prof. Lynn W. Jones.

Reed College, Portland, Oregon (A) (D) (E) (G). In charge of radio: Laurence C. Rodgers.

*Rensselaer Polytechnic Institute, Troy, New York (K-3). In charge of radio: Wynant J. Williams.

Rhode Island State College, Kingston, R. I. (K-3). In charge of radio: Wesley B. Hall.

Rice Institute, Houston, Texas (K-8). In charge of radio: S. H. Van Wambeck.

Robert E. Lee Institute, Goose Creek, Texas (K). In charge of radio: E. L. Langston.

Rochester, University of, Rochester, New York (A-3). In charge of radio: Chas. H. Dawson.

Rollins College, Winter Park, Florida (E) (G). In charge of radio: Prof. Harry H. Pierce.

Rosary College, River Forest, Illinois (A-2) (D-2) (E-1) (G-1). In charge of radio: Sister Mary Peter.

Rutgers University, New Brunswick, N. J. (A-3) (K-6). In charge of radio: P. L. Hoover.

San Francisco Junior College, San Francisco, California (A-10). In charge of radio: L. Hollingsworth.

San Francisco State College, San Francisco, Calif. (K-2) (F-3). In charge of radio: Carlos S. Mundt.

Sacramento Junior College, Sacramento, California (B-2). In charge of radio: Vernon Mickelson.

San Mateo Junior College, San Mateo, California (A & I-3) (E) (G). In charge of radio: Harry E. Redeker.

Santa Barbara State College, Santa Barbara, California (G) (K-3). In charge of radio: Frederick Hile.

Scranton, University of (Formerly St. Thomas College), Scranton, Pa. (A-1) (D-1) (F-1). In charge of radio: Dr. Austin J. App.

Seventh-day Adventist Theological Seminary, Washington, D. C. (F-1). In charge of radio: Prof. C. E. Weniger.

Sherwood Music School, 410 So. Michigan Ave., Chicago, Ill. (D) (G) (H). In charge of radio: Walter A. Erley.

Shorter College, North Little Rock, Arkansas (B) (E) (H). In charge of radio: Pres. G. A. Gregg.

Simpson College, Indianola, Iowa (K-2). In charge of radio: Lester Spring.

South Carolina, University of, Columbia, South Carolina (A-6) (K). In charge of radio: A. C. Carlson.

*S. D. State School of Mines, Rapid City, South Dakota (A-2) (K-3). In charge of radio: E. E. Clark.

Southern California, University of, Los Angeles, Calif. (A-2) (B-2) (I-2) (K-2). In charge of radio: Richard E. Huddleston.

Southern California Jr. College, Arlington, Calif. (A-2) (K-2). In charge of radio: L. H. Cushman, M. S.

Southeastern University, Washington, D. C. (M-2). In charge of radio: Joseph E. Keller.

Southern Junior College, Collegedale, Tennessee (K-4). In charge of radio: R. W. Woods.

Smith College, Northampton, Mass. (K-3). In charge of radio: James F. Koehler.

Spokane Junior College, Spokane, Washington (A-2) (K-2) (M-2). In charge of radio: Robert D. Oliver, Raymond F. Crisp.

(*Continued on page 370*)

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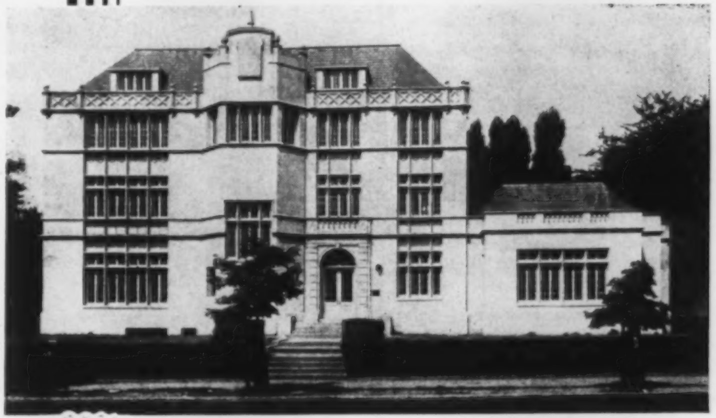

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College Courses

(*Continued from page 369*)

Spring Hill College, Spring Hill, Alabama (K). In charge of radio: Frank A. Benedetto.

State Teachers College, Bloomsburg, Pa. (B) (C) (D) (E) (G) (H). In charge of radio: John C. Koch.

State Teacher's College, Buffalo, N. Y. (C-3). In charge of radio: Ben H. Darrow.

State Teachers College, Superior, Wisconsin (A-3). In charge of radio: E. H. Schrieber.

State Teachers College, Warrenburg, Missouri (K-2½). In charge of radio: W. C. Morris.

State Teachers College, Kearney, Nebraska (C-3). In charge of radio: C. G. Ryan.

State Teachers College, Paterson, New Jersey (A-3) (K-3). In charge of radio: Dr. Lawrence E. Loveridge.

State Teachers College, Peru, Nebraska (A-2) (E). In charge of radio: C. R. Lindstrom.

State Teachers College, Indiana, Pennsylvania (A-2). In charge of radio: Edna Lee Sprowls.

State College of Washington, Pullman, Washington (B-1) (C-1) (D-3) (E-1) (H-1) (K—varies). In charge of radio: Kenneth Yeend.

State Teachers College, La Crosse, Wisconsin (A-4). In charge of radio: Ross D. Spangler.

Sterling College, Sterling, Kansas (A-3). In charge of radio: Martin S. Maier.

Stephens College, Columbia, Missouri (A-3) (B-3) (D-3). In charge of radio: E. Gordon Hubbel.

St. Joseph College, Adrian, Michigan (F & G-2). In charge of radio: Sister M. Leonilla.

*****St. Lawrence University**, Canton, New York (A-3). In charge of radio: Ruth F. Williard.

St. Mary's College, South Bend, Indiana (B) (F). In charge of radio: M. Winifred Hanley.

St. Mary's University of San Antonio, San Antonio, Texas (A-6). In charge of radio: Louis P. Thein.

St. Catherine, College of, St. Paul, Minnesota (B-1) (C-1) (D-1). In charge of radio: Thomas Rishworth.

Syracuse University, Syracuse, New York (A-3) (B-2) (D-2). In charge of radio: Kenneth Bartlett.

Temple University, Philadelphia, Pa. (K-3½). In charge of radio: J. Lloyd Bohn.

Texas, University of, Austin, Texas (A-3). In charge of radio: Thos. A. Rausse.

Texas Christian University, Fort Worth, Texas (B-3) (F & G-3) (K-3). In charge of radio: Dr. Newton Gaines.

Texas Dental College, Houston, Texas (G). In charge of radio: McKinley Rhodes.

Texas Technological College, Lubbock, Texas (F-2). In charge of radio: Richard Flowers.

Thiel College, Greenville, Pa. (K-4). In charge of radio: G. R. Bradshaw.

Toledo, University of, Toledo, Ohio (K-3). In charge of radio: C. G. Brennecke.

Trinity College, Hartford, Conn. (K-3). In charge of radio: H. D. Doolittle.

Trinity University, Waxahachie, Texas (A-3). In charge of radio: Miss Yetta Mitchell.

Tri-State College, Angola, Indiana (A-5) (K-5) (L-2½) (M-1½). In charge of radio: Wm. A. Pfeifer.

Tufts College of Engineering, Medford, Mass. (K). In charge of radio: Edwin B. Rollins.

Tulsa, University of, Tulsa, Oklahoma (A-2) (D) (F-2). In charge of radio: Ben G. Henneke.

Tuskegee Institute, Tuskegee Institute, Alabama (A-5) (K-5). In charge of radio: W. C. Curtis.

U. S. Coast Guard Academy, New London, Connecticut (K-4). In charge of radio: Lt. J. D. Harrington.

U. S. Naval Academy, Annapolis, Maryland (K). In charge of radio: Lt. Com. E. T. Woolridge.

Upper Iowa University, Fayette, Iowa (K-3). In charge of radio: C. J. Black.

University of Utah, Salt Lake City, Utah (D-3) (G-3). In charge of radio: Dr. I. O. Horsfall.

Utah State Agricultural College, Logan, Utah (A-3) (B-3) (D-3) (E-3) (F-4) (K-4). In charge of radio: Prof. S. R. Stock.

Va. Polytechnic Institute, Blacksburg, Virginia (K-3). In charge of radio: R. D. Michael, Webster Richardson.

Vassar College, Poughkeepsie, New York (F-1). In charge of radio: Miss Christine F. Ramsey.

Ventura Junior College, Ventura, California (A-6). In charge of radio: Burt Richardson.

Vermont, University of, Burlington, Vt. (K-3). In charge of radio: E. R. McKee.

Villanova College, Villanova, Pa. (A-4). In charge of radio: H. S. Bueche.

Virginia Junior College, Virginia, Minn. (C) (D) (G). In charge of radio: Mary E. Asseltyne.

Wake Forest College, Wake Forest, North Carolina (K-4). In charge of radio: Dr. Sherwood Githens, Jr.

Walla Walla College, College Place, Washington (E-2) (F-2) (G-2) (K-3). In charge of radio: M. L. Neff.

Wartburg College, Waverly, Iowa (K-3). In charge of radio: A. A. Aardal.

Wartburg Seminary, Dubuque, Iowa (E) (H). In charge of radio: E. H. Schalkhauser.

Washington, University of, Seattle, Washington (D-3) (E-2) (K—varies). In charge of radio: Prof. L. B. Cochran.

Washington College, Chestertown, Maryland (K-4). In charge of radio: J. J. Coop.

Wayne University, Detroit, Michigan (A-2) (B-2) (C-2) (D-2) (F-2) (G-2) (K & L-4). In charge of radio: Garnet R. Garrison.

Webster College, Webster Groves, Missouri (B-1) (D). In charge of radio: Anna McClain Sankey.

Wellesley College, Wellesley, Mass. (A-3). In charge of radio: Louise S. McDowell.

Wesleyan University, Middletown, Connecticut (K-5). In charge of radio: Karl S. Van Dyke.

West Liberty S. T. C., West Liberty, W. Va. (A-2) (K-3). In charge of radio: Dr. Paul N. Elbin.

W. Va. State College, Institute, W. Va. (A-3). In charge of radio: J. C. Evans.

West Virginia University, Morgantown, W. Va. (A-3) (K-3). In charge of radio: A. W. Friend.

Western Illinois S. T. C., Macomb, Illinois (A-4). In charge of radio: W. H. Eller.

Western Reserve University, Cleveland, Ohio (G-2). In charge of radio: Grazella P. Sherherd.

Western State Teachers College, Kalamazoo, Michigan (K-4). In charge of radio: W. G. Marburger.

Westminster College, Fulton, Missouri (K-4). In charge of radio: Albert C. Kreuger.

Westminster College, New Wilmington, Pa. (D-1). In charge of radio: Wallace R. Biggs.

Whitman College, Walla Walla, Washington (A-2). In charge of radio: John W. Ackley.

Whittier College, Whittier, California (A-2) (B-2) (D-2). In charge of radio: W. Theron Ashby.

Wichita, University of, Wichita, Kansas (A-2). In charge of radio: K. V. Manning.

Willamette University, Salem, Oregon (B) (H). In charge of radio: Cameron Marshall.

William & Mary College, Williamsburg, Virginia (G & E-3). In charge of radio: Althea Hunt.

Williams College, Williamstown, Mass. (K-3). In charge of radio: H. P. Stabler.

Winona State Teachers College, Winona, Minn. (B) (G) (H). In charge of radio: Dr. Ella Murphy.

*****Wisconsin, University of**, Madison, Wisconsin (A-2) (C-2). In charge of radio: H. B. McCarty.

Woman's College of University of N. C., Greensboro, N. Carolina (K-3). In charge of radio: Calvin N. Warfield.

Worcester Polytechnic Institute, Worcester, Mass. (K-2). In charge of radio: Prof. H. H. Newell.

Wyoming, University of, Laramie, Wyoming (F-2) (K-3). In charge of radio: Louis A. Mallory.

Y. M. C. A. College, Dayton, Ohio (A) (D-4) (E-2). In charge of radio: Wm. Y. Conrad.

Xavier Downtown College, Cincinnati, Ohio (F-2). In charge of radio: James P. Glenn.

Private Schools

(Offering Miscellaneous Instruction)

American Television Institute, 433 E. Erie St., Chicago, Ill. Director: U. A. Sanabria.

Bliss Electrical School, N. Takoma, Md.

Capitol Radio Engineering Institute, 3224 16th St., N. W., Washington, D. C. E. H. Rietzke, president.

Coyne Electrical School, 500 So. Paulina St., Chicago, Ill.

First National Television Inc., 1320 Main St., Kansas City, Mo.

Frances Robinson-Duff, 235 E. 62nd St., New York City.

Frank Wiggins Trade High School, 1646 Olive St., Los Angeles, Cal.

International Correspondence Schools, 1000 Wyoming Ave., Scranton, Pa.

Leland Powers School of the Theatre, 5 Evans Way, Boston, Mass.

Lincoln Engineering School, Lincoln, Neb.

Massachusetts Radio and Telegraph School, 18 Boylston St., Boston, Mass.

Max Reinhardt Workshop, 5939 Sunset Blvd., Hollywood, Cal.

Midland Television Inc. Power and Light Bldg., Kansas City, Mo. G. L. Taylor.

Motion Picture Engineering Institute, 4128 Beverly Blvd., Hollywood, Calif.

National Academy of Broadcasting, 2017 S. St., N. W., Washington, D. C. Alice Keith.

National Radio Institute, 16th & U Sts., N. W., Washington, D. C.

Pestalozi Froebel Teachers College, 410 So. Michigan, Chicago, Ill.

Radio Institute of America, 160 W. 73rd St., New York City. Director: Frank Nagler.

RCA Institutes, 75 Varich St., New York City. W. A. Aufenanger.

School of Radio Technique, RKO Bldg., New York City. Director: George Marshall Durante.

Schuster-Martin School of the Drama, Little Playhouse, Kemper Lane, Cincinnati, O.

Spokane Telegraph School, 102 N. Monroe St., Spokane, Wash. C. E. Frazier, Mgr.

Universal Television System of Training, Candler Bldg., Kansas City, Mo. Sidney Q. Noel.

Utilities Engineering Institute, 404 N. Wells St., Chicago, Ill.

Non-Commercial Educational Broadcast Stations

(Authorized Under FCC Rules No. 1057 and 1058)

Call Letters	Licensee and Location	Freqency in Kc.	Power in Watts
WBOE	Cleveland City Board of Education, Cleveland, O.	41500	500
WCNY	Board of Education, City of New York Brooklyn, N. Y.	41100	500

Ultra-High Frequency Channels for Educational Stations

(FCC Rules 1057 and 1058 promulgated Jan. 27, 1938)

Rule 1057. The term "non-commercial educational broadcast station" means a high frequency broadcast station licensed to an organized nonprofit educational agency for the advancement of its educational work and for the transmission of educational and entertainment programs to the general public.

Rule 1058. The operation of, and the service furnished by, non-commercial educational broadcast stations shall be governed by the following regulations in addition to the rules and regulations governing high frequency broadcast stations.

(a) A non-commercial educational broadcast station will be licensed only to an organized nonprofit educational agency and upon a showing that the station will be used for the advancement of the agency's educational program.

(b) Each station may transmit programs directed to specific schools in the system for use in connection with the regular courses as well as routine and administrative material pertaining to the school system and may transmit educational and entertainment programs to the general public.

(c) Each station shall furnish a nonprofit and noncommercial broadcast service. No sponsored or commercial program shall be transmitted nor shall commercial announcements of any character be made. A station shall not transmit the programs of other classes of broadcast stations unless all commercial announcements and commercial references in the continuity are eliminated.

(d) The transmitting equipment, installation, and operation as well as the location of the transmitter shall be in conformity with the requirements of good engineering practice as released from time to time by the Commission.

(e) Any rule or regulation governing high-frequency broadcast stations which permits or requires operation different from or in conflict with the provisions of this rule shall not apply to noneducational broadcast stations.

Rule 1059 — (a) The following channels (frequencies) are allotted for assignment to non-commercial educational broadcast stations:

41,020	41,220	41,420	41,620	41,820
41,060	41,260	41,460	41,660	41,860
41,100	41,300	41,500	41,700	41,900
41,140	41,340	41,540	41,740	41,940
41,180	41,380	41,580	41,780	41,980

(b) Stations serving the same area will not be assigned to channels separated less than 160 kc.

(c) Amplitude modulation shall be employed exclusively unless it can be shown that there is a need for frequency modulation in which case such modulation may be authorized provided sufficient channels can be grouped so as to obtain the required band width without causing interference to established stations or preventing the full expansion of the service.

(d) Only one channel (frequency) will be assigned to a station.

(e) Since these channels are not assigned on an experimental basis, the requirements for report on experimental work, as specified for high frequency broadcast stations, do not apply.

FCC Order Covering 550 Kc. Band

(Issued Sept. 7, 1937)

No station will be licensed with greater night power than 1 kilowatt, or day power greater than 5 kilowatts, on 550 kilocycles. No application for a new broadcast station or increase in power or time of operation of an existing station will be considered which is located at a distance less than 300 miles from the nearest coast of the United States, unless approval of the Navy Department is submitted in writing with the application. No new station or increase in power or time of operation of an existing station will be authorized which is located at a distance from 300 to 500 miles from the nearest coast, unless approved by the Navy Department. The above mileages may be decreased if it is shown that a signal intensity of not greater than 100 microvolts per meter will result at the nearest coast or point of naval communications activities. In case a directional antenna is used that increases the signal toward the coast, the mileage may be increased until not more than 100 microvolts per meter result at the nearest coast or point of naval communication.

Bibliography of Literature Pertaining to Broadcasting

For Addresses of Publishing Houses, See Page 379

GENERAL

ABC OF RADIO. National Assn. of Broadcasters, Washington, D. C. 1938.

Review of technical and social problems of radio and radio regulation under American system, written so that average listener may understand how it works.

BOTH SIDES OF THE MICROPHONE. By J. S. Hayes and H. J. Gardner. J. B. Lippincott Co. 1938.

Short chapters on the organization and functions of departments within a broadcasting company, written for the listener, or the beginner in radio. What the listener can expect from radio is dealt with in a series of essays by prominent radio men.

BROADCASTING AND A CHANGING CIVILISATION. By E. H. Robinson. John Lane, The Bodley Head Ltd. London. 1935.

Broadcasting as it affects the home, music, drama, sports, religion, and propaganda.

BROADCASTING AND BROADCAST ADVERTISING YEARBOOK NUMBER. Broadcasting Publications Inc., Washington, D. C. 1935-date.

Comprehensive reference handbook of directories and information relating to all phases of radio.

BROADCASTING AND PEACE. International Institute of Intellectual Co-operation. Paris. 1933.

Studies and projects for radio in the matter of international agreements.

BROADCASTING AND THE AMERICAN PUBLIC. Columbia Broadcasting System. 1936.

Forum on radio conducted by CBS, with discussions by eminent men. Treats of control, Federal Communications Commission, censorship, news broadcasts, politics.

BROADCASTING AND THE PUBLIC. A case study in social ethics. By Federal Council of the Churches of Christ in America. Abingdon Press. 1938.

How radio can best be made to serve the public welfare is what this report attempts to answer. The organization and regulation of radio are studied, together with its broadcasts of education, religion, controversial issues, etc.; and recommendations made.

BROADCASTING IN THE U. S. National Association of Broadcasters. 1933.

Advantages of American system of broadcasting. Includes outline for negative side of debate on question whether U. S. should adopt British system.

BUSINESS CENSUS REPORT ON BROADCAST STATIONS. U. S. Bureau of the Census. 1936.

Sectional reports and U. S. summary of net revenue, employment statistics, and pay rolls of the broadcasting stations in the U. S.

COMMERCIAL RADIO ADVERTISING. U. S. 72nd Congress, 1st Session. Senate Document No. 137. Govt. Printing Office. 1932.

Comprehensive report to the Senate by the Federal Radio Commission relative to use of radio facilities for advertising; also contains data on educational broadcasting, and summary of radio advertising in other countries.

COMMUNICATION AGENCIES AND SOCIAL LIFE. By M. M. Willey and S. A. Rice. McGraw-Hill Book Co. Inc. 1933.

A monograph published under the direction of The President's Research Committee on Social Trends. Chapter on broadcasting presents data on its growth and significance.

THE EDUCATIONAL ROLE OF BROADCASTING. International Institute of Intellectual Co-operation. Paris. 1935.

Studies by experts from many countries. International exchange of programs, recreational broadcasts, news bulletins, politics, history, social questions and music are among subjects discussed.

HELLO AMERICA! Radio adventures in Europe. By Cesar Saerchinger. Houghton Mifflin Co. 1938.

The author's experiences as a foreign radio representative in bringing European radio programs to American listeners.

HISTORY OF RADIO TO 1926. By Gleason L. Archer. American Historical Society, Inc. 1938.

The most comprehensive study of the history and growth of the radio industry to date. The author has not only drawn upon published sources, but has made a far-reaching study of records within the industry, and consulted radio pioneers themselves, in an effort to preserve valuable historical material in the field of radio. A second volume is in preparation.

THE IMPORTANCE OF BROADCASTING. International Broadcasting Union. Geneva. 1932.

A study of the extent and varieties of the functions of radio.

IS AMERICAN RADIO DEMOCRATIC? By S. E. Frost, Jr. Univ. of Chicago Press. 1937.

Present day radio is discussed from the angle of federal regulation, station owners, advertisers, educators and listeners, to determine whether it is leading toward greater democracy.

LISTEN IN. AN AMERICAN MANUAL OF RADIO. By Maurice Lowell. Dodge Publishing Co. 1937.

Explanation for the layman of how radio programs are written, produced, etc. A radio glossary, and short chapters on network organization, audience reaction, and station organization are included.

MICROPHONE MEMOIRS OF THE HORSE AND BUGGY DAYS OF RADIO. By Credo F. Harris. Bobbs-Merrill Co. 1937.

An entertaining account of early days in radio by the manager of WHAS.

NOT TO BE BROADCAST. By Ruth Brindze. Vanguard Press. 1937.

A volume intended to expose the radio industry. Treats of freedom of the air, monopoly, radio chains, government interference, propaganda, etc.

ON THE AIR. By J. J. Floherty. Doubleday, Doran & Co. Inc. 1937.

A well illustrated non-technical book giving theory and practice of both radio broadcasting and communications.

THE PROBLEMS OF BROADCASTING. International Broadcasting Union. Geneva. 1931.

An account of five years of radio study.

THE PSYCHOLOGY OF RADIO. By Hadley Cantril and G. W. Allport. Harper & Bros. 1935.

An exhaustive study by leading psychologists of the "new mental world created by radio." First section is an "analysis of the general psychological and cultural factors that shape radio programs and determine response of listeners." Section 2 concerns experiments: voice and personality, sex differences in radio voices, speaker vs. loud-speaker, listening vs. reading, effective conditions for broadcasting. Part 3 summarizes and applies findings to present problems in radio.

RADIO. Ed. by Irvin Stewart. (The Annals of the American Academy of Political & Social Science. Supp. to vol. 142. 1929.)

A discussion by authorities of leading broadcasting and communication problems.

RADIO AND ITS FUTURE. Ed. by Martin Codel. Harper & Bros. 1930.

Chapters on all phases of radio communication by leaders in their respective fields.

THE RADIO INDUSTRY: The story of its development, as told by leaders of the industry to the students of the Graduate School of Business Administration, Harvard University. A. W. Shaw Co. 1928.

Development of radio broadcasting and communication.

RADIO PERSONALITIES. A pictorial and biographical annual. Ed. by Don Rockwell. Press Bureau Inc. 1935.

In addition to artists, it includes sections on radio executives, advertising agency executives, electrical transcription experts, program directors, production managers, script writers, publicity representatives, etc.

RADIO STARS OF TODAY. By Robert Eichberg. L. C. Page & Co. Boston. 1937.

More than 50 radio stars are included. Other chapters are: Behind the scenes; amateur broadcasters; radio police; radio at sea; aviation and radio.

RADIO: THE FIFTH ESTATE. Ed. by Herman S. Hettinger. (Annals of the American Academy of Political & Social Science. v. 177. Jan. 1935.)

Compilation of studies by experts on broadcasting in general. Subject matter includes descriptions of radio in various countries, its services to the public, and its problems, such as advertising, press, freedom of speech, international relations.

RECENT SOCIAL TRENDS IN THE UNITED STATES. Report of the President's Research Committee on Social Trends. McGraw-Hill Book Co. Inc. 1933. 2 vols.

Contains a brief discussion of radio's development and its social significance. One section lists 150 social effects of radio.

REPORT ON SOCIAL AND ECONOMIC DATA PURSUANT TO THE INFORMAL HEARING ON BROADCASTING, DOCKET 4063, BEGINNING OCT. 5, 1936, BY THE ENGINEERING DEPT. OF THE FCC. July 1, 1937. Submitted by T. A. M. Craven. Superintendent of Documents. 1938.

Valuable report and statistical data on economic and social factors in the radio structure, compiled in connection with the FCC study on allocation.

SOME FUNDAMENTAL ASPECTS OF RADIO BROADCASTING ECONOMICS. By H. S. Hettinger. (Reprint from Harvard Business Review, Autumn, 1935.)

Discussion of the economic problems of broadcasting, which divide themselves into those of structure, trade practice and government regulation.

SOME PUBLIC SERVICE BROADCASTING. By C. M. Koon. National Advisory Council on Radio in Education. Information Series No. 12. 1934.

Survey of radio programs and activities for public service.

THE STORY OF RADIO. By O. E. Dunlap. Dial Press. 1935.

A non-technical account of the rise of radio communication. New edition contains chapters on facsimile, short waves, American vs. European radio.

TELECOMMUNICATIONS: ECONOMICS AND REGULATION. By J. M. Herring and G. C. Gross. McGraw-Hill Book Co., Inc. 1936.

Comprehensive factual discussion of the development of communication agencies, sources of revenue, factors affecting costs, rate-making, etc. Description and analysis of federal and state regulation.

TEN YEARS BEFORE THE MIKE. By Ted Husing. Farrar & Rinehart, Inc. 1935.

His experiences as a radio announcer.

THIS THING CALLED BROADCASTING. By A. N. Goldsmith & A. C. Lescarboura. Henry Holt & Co. 1930.

A review of events, ideas, and personalities in radio make this a most popularly written history of broadcasting.

BROADCAST ADVERTISING: GENERAL

THE ADVERTISER LOOKS AT RADIO. By Crossley Inc. Ass'n of National Advertisers Inc. 1930.

Audience, networks, programs, costs, listening data, etc., from advertiser's point of view.

THE ADVERTISING AGENCY LOOKS AT RADIO. Ed. by Neville O'Neill. D. Appleton & Co. 1932.

A discussion by agency executives of the important phases of radio advertising.

ADVERTISING FOR IMMEDIATE SALES. By John Caples. Harper & Bros. 1936.

Chapter on "Results from Radio" gives experiences of radio advertisers, and a summing up of best procedure for program production, merchandising, etc. Chapters on use of premiums, contests, and testimonials.

ADVERTISING MEDIA. By H. E. Agnew. D. Van Nostrand. 1932.

Evaluating various advertising media. Includes chapter on radio advertising.

ADVERTISING PROCEDURE. By Otto Kleppner. Prentice-Hall. 1933.

Chapter on planning the broadcast advertising campaign is of interest.

BROADCAST ADVERTISING: THE FOURTH DIMENSION. By Frank A. Arnold. John Wiley & Sons, Inc. Television edition. 1933.

Discussion of radio advertising, together with other aspects of broadcasting. Chapters on studios, radio and the law, television. Sample continuities given.

(Continued on page 372)

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(*Continued from page 371*)

CAREERS IN ADVERTISING. Ed. by Alden James. Macmillan Co. 1932.

Includes chapters on radio advertising, organization of networks, sales staff, program production, station management, electrical transcriptions by authorities in their respective fields.

COMMERCIAL RADIO ADVERTISING. U. S. 72nd Congress, 1st Session. Senate Document No. 137. Govt. Printing Office. 1932.

Comprehensive report to the Senate by the Federal Radio Commission relative to use of radio facilities for advertising. Contains summary of radio advertising in other countries.

A DECADE OF RADIO ADVERTISING. By H. S. Hettinger. University of Chicago Press. 1933.

A comprehensive survey of radio advertising. Detailed analyses of specific branches illustrated by charts and diagrams.

LET'S LOOK AT RADIO TOGETHER. National Broadcasting Co. 1935.

Detailed study of radio advertising, its relation to other advertising media, the audience and its responsiveness.

POISONS, POTIONS AND PROFITS: the antidote to radio advertising. By Peter Morell. Knight Publications Inc. 1937.

Another of the "guinea pig" variety of books, this time directed against radio advertising.

PRACTICAL RADIO ADVERTISING. By Herman S. Hettinger and W. J. Neff. Prentice Hall, Inc. 1938.

A complete account of radio advertising from the time a program is being considered until it is on the air.

RADIO ADVERTISING IN AUSTRALIA. By W. A. McNair. Angus & Robertson Ltd. 1937.

All phases of broadcast advertising are dealt with by Mr. McNair who is director of the Australian interests of J. Walter Thompson Co.

RADIO IN ADVERTISING. By O. E. Dunlap. Harper & Bros. 1931.

A full discussion of all aspects of radio advertising.

RETAIL ADVERTISING AND SALES PROMOTION. By C. M. Edwards & W. H. Howard. Prentice-Hall Inc. 1936.

Thorough discussion of the subject. Nearly 50 pages devoted to a detailed study of radio advertising in this connection.

STRAIGHT ACROSS THE BOARD. National Broadcasting Co. 1936.

No. 2 of the series "Let's Look at Radio Together" showing the growth of broadcast advertising; accompanied by many charts and tables.

USING RADIO IN SALES PROMOTION. By E. H. Felix. McGraw-Hill Book Co. Inc. 1927.

A comprehensive account of radio advertising.

WHAT ABOUT RADIO? By K. M. Goode. Harper & Bros. 1937.

The author has assembled material from countless surveys and records, and has compiled a book of do's and don't's for radio men.

BROADCAST ADVERTISING: STATISTICAL SERVICES

COOPERATIVE ANALYSIS OF BROADCASTING. Crossley, Inc.

Ratings for commercial network programs.

NATIONAL ADVERTISING RECORDS. Radio Section. National Advertising Records Inc. 1927-1936.

A monthly service containing records of all expenditures over national networks and spot radio broadcasting by individual companies and by industrial groups. Yearly summaries. (Purchased by, and combined with, Publishers' Information Service. 1936).

PUBLISHERS' INFORMATION BUREAU: Radio Section. Publishers' Information Bureau, Inc. 1931-1936.

A monthly service containing records of all expenditures over networks by individual companies and by individual groups.

PUBLISHERS' INFORMATION BUREAU'S NATIONAL ADVERTISING RECORDS. Publishers' Information Bureau, Inc. 1936-date.

This Bureau purchased National Advertising Records in the fall of 1936 and is combining the two services.

RADIO ADVERTISING RATES AND DATA. Standard Rate and Data Service. 1929-date.

A monthly service containing rate and other important information regarding networks and all stations in the U. S. and Canada.

BROADCAST ADVERTISING: USERS AND USES

BROADCAST MERCHANDISING; A review, Aug. 1933—Aug. 1936. National Broadcasting Co. 1936.

Experience stories on broadcast merchandising.

NBC INDUSTRIAL STUDIES. National Broadcasting Co.

Automotive industry.
Building industry.
Clothing and dry goods industry.
Confectionery and soft drinks industry.
Drug industry.
Financial and insurance industry.
Food industry.
Garden industry.
House furnishings industry.
Jewelry and silverware industry.
Laundry soaps and cleansers industry.
Lubricants and petroleum industry.
Miscellaneous.
Paint and varnish industry.
Radio industry.
Shoe industry.
Tobacco industry.
Travel and hotel industry.

Exhaustive record of all network broadcast advertisers. Charts indicate advertising trends. Case histories give details of broadcasting by individual companies. Revised regularly.

NEWSPAPER, MAGAZINE AND BROADCAST EXPENDITURES. American Newspaper Publishers Assn.

Yearly summary, by industry.

RADIO BROADCASTING MANUAL. The Radio as a Publicity Medium for Retailers. Comp. by F. W. Spaeth. National Retail Dry Goods Assn. 1935.

Includes experience stories.

RADIO IN THE LOCAL MARKET. American Newspaper Publishers Assn. 1935.

A study of radio in comparison with the newspaper as a retail advertising medium.

RADIO PROGRAMS FOUND MOST PROFITABLE BY RETAILERS. Dartnell Corp. 1931.

Retail problem investigation.

A STATISTICAL SURVEY OF RADIO PUBLICITY. British Data Service. 1935.

List of British radio advertisers and their expenditures on various foreign radio stations. Summarizes by industry. Rates given.

A STUDY OF THE RELATIVE EFFECTIVENESS OF MAJOR ADVERTISING MEDIA. National Broadcasting Co. 1934.

Studies made by the Psychological Corporation among dealers. Summaries of answers given by type of industry.

A STUDY OF THE USE OF BROADCAST ADVERTISING BY DEPARTMENT STORES. National Broadcasting Co. 1935.

Case studies and other data on department stores' broadcast advertising.

A SURVEY OF 299 NATIONAL ADVERTISING BUDGETS. 1934-35. Association of National Advertisers. 1936.

Shows proportion of total budget used for broadcast advertising by various industries.

THE USE OF RADIO BY FINANCIAL ORGANIZATIONS. Metropolitan Life Insurance Co. 1933.

Summary of radio experiences of financial concerns.

BROADCAST TECHNIQUE

ANNOUNCER'S HANDBOOK. By R. T. Harris. 1938.

32-page loose-leaf booklet containing instructions to announcers, together with station policies and regulations, and methods of operation. Originally written for KDYL.

THE ART OF TEACHING BY RADIO. By C. M. Koon. Govt. Printing Office 1933.

Discussion of forms of programs, their preparation, technique in presentation.

BROADCAST ENGLISH, I, II, III, IV, V, VI. By A. Lloyd James. British Broadcasting Corp. 1928-1937.

Recommendations to BBC announcers regarding words of doubtful pronunciation.

THE BROADCAST WORD. By Arthur Lloyd James. Kegan Paul, Trench, Trubner & Co., Ltd. London. 1935.

Author is the Hon. Secretary of the BBC Advisory Committee on Spoken English. Problems involved in broadcasting the English language.

C. B. C. HANDBOOK FOR ANNOUNCERS. Canadian Broadcasting Corp. 1938.

Concise handbook prepared by W. H. Brodie for Canadian announcers, gives requisites for good speech. Correct methods of announcing are given under headings: articulation, guide to pronunciation, pronunciation of foreign words, some musical terms, pronunciation of proper names.

DO'S AND DONT'S OF RADIO WRITING. By Ralph Rogers. Associated Radio Writers, Inc. 1937.

A usable handbook of instructions in writing, building, broadcasting and selling radio programs. The author is director of radio courses at Boston Univ.

THE EVIDENCE REGARDING BROADCAST SPEECH TRAINING. Central Council for School Broadcasting. British Broadcasting Corp. 1933.

Results and interpretations.

GATEWAY TO RADIO. By Ivan Firth & G. S. Erskine. Macaulay Co. 1934.

General account of production of radio programs. Includes chapters on the engineer, press relations, sales department, sponsors.

A HANDBOOK OF RADIO BROADCASTING. By Waldo Abbot. McGraw Hill Book Co. 1937.

Prepared for students and teachers of Broadcasting; covers all phases of broadcasting technique.

HANDBOOK OF SOUND EFFECTS. Prepared by Educational Radio Script Exchange. U. S. Dept. of the Interior. Office of Education. 1938.

27-page booklet the last half of which is made up of an alphabetical list of sound effects for the amateur.

HOW TO USE RADIO. By K. L. Bartlett. National Assoc. of Broadcasters. 1938.

"An outline of practical suggestions for the teacher and the radio chairman" contains section devoted to preparation of radio scripts, technique of delivery, etc.

HOW TO WRITE FOR RADIO. By James Whipple. McGraw-Hill Book Co., Inc. 1938.

A study of the differences in radio writing and in that of writing in other fields of literature. Drama, dialogue, children's programs, music, talks, are all discussed and analyzed. Chapters on adapting plays, short stories and novels are included, as well as actual radio scripts. The book closes with a chapter on the radio script market.

IS YOUR HAT IN THE RING? By National Assoc. of Broadcasters. 1938.

Booklet aimed "to help men in public life to present their views by radio 'convincingly.'" Practical suggestions in microphone technique.

LEARN TO WRITE FOR BROADCASTING. By Claude Hulbert. Denis Archer. London. 1932.

Radio writing, and the British Broadcasting Corp.

LISTEN IN. By Maurice Lowell. Dodge Publishing Co. 1937.

Explanation for the layman of how radio programs are written, produced, etc. A radio glossary, and short chapters on network organization, audience reaction, and station organization are included.

MAKING MICROPHONE FRIENDS. Columbia Broadcasting System. 1936.

Suggestions for radio speakers.

PRACTICAL RADIO WRITING. By Katharine Seymour and J. T. W. Martin. Longmans Green & Co. 1938.

Technique of radio writing explained and illustrated. Detailed information given on writing various types of drama, news, education, propaganda, comedy, commercial credits, etc. Chapters on radio production, and on marketing of scripts. Authors are experienced radio writers.

PRODUCTION AND ANNOUNCING HANDBOOK. By Bob Cunningham. Central States Broadcasting System. Omaha. 1937.

Brief chapters on microphone technique, copy, schedules, rehearsals.

RADIO CONTINUITY TYPES. By S. P. Lawton. Expression Co. 1938.

Nearly the entire book is given over to actual radio continuities, classified under drama, talks, hybrid continuities, novelties and specialties, and variety shows.

RADIO DRAMA. By S. P. Lawton. Expression Co. 1938.

A book written for the student, treating of radio drama and its preparation. Examples are included.

RADIO MANUAL: Suggestions to school and non-professional groups for the production of educational radio programs. U. S. Office of Education. Educational Radio Project. 1938.

RADIO SCRIPT DUPLICATION. By Meredith Page. Bureau of Educational Research, Ohio State Univ. 1937.

Suggestions for amateur radio groups. Advice on scripts, continuities, timing, as well as on processes of duplication, paper, color, type.

RADIO SKETCHES AND HOW TO WRITE THEM. By Peter Dixon. Frederick A. Stokes Co. 1936.

Technique of radio writing. Main part of book devoted to radio scripts.

RADIO SPEECH. By S. P. Lawton. Expression Co. 1932.

The technique of radio speaking and writing, and analyses of actual broadcast speeches.

RADIO WRITING. By Max Wylie. Farrar & Rinehart. 1938.

Writing script and continuity, with examples by CBS director of script and continuity.

RADIO WRITING. By Peter Dixon. Century Co. 1931.

A general account. Includes six scripts which have been successful.

RATES OF SPEECH IN RADIO SPEAKING. By F. H. Lumley. (Reprinted from Quarterly Journal of Speech, June 1933, p. 393-403.)

"Syllable and word rates of speech for persons talking over the radio were determined."

SO-O-O-O YOU'RE GOING ON THE AIR! By Robert West. Rodin Publishing Co. 1934.

A general account of broadcasting technique and production of radio programs.

SOUND EFFECTS FOR THE AMATEUR. By Meredith Page. Bureau of Educational Research, Ohio State Univ. 1937.

Suggestions for amateur radio groups.

TALKING ON THE RADIO. By O. E. Dunlap. Greenberg, Publisher, Inc. 1936.

How to write and broadcast a speech. Special emphasis on political talks. One chapter on "Practical Do's and Don't's."

VOICE AND PERSONALITY AS APPLIED TO RADIO BROADCASTING. By T. H. Pear. John Wiley & Sons, Inc. 1931.

Study, experiments, and conclusions by an English psychologist.

WRITING FOR BROADCASTING. By Cecil Whitaker-Wilson. A. & C. Black, Ltd. London. 1935.

Primarily on radio drama, including examples of plays written for radio. Chapters on talks, rehearsals, etc.

WRITING FOR RADIO. By Frank Nagler. Ronald Press Co. 1938.

A study of radio writing together with sample commercial scripts.

WRITING FOR THE B.B.C. By Max Kester and Edwin Collier. Sir Isaac Pitman & Sons, Ltd. 1937.

Musical comedies, gags, lyrics, dialogue, production ideas are included in this book of practical hints.

LISTENER AND MARKET DATA

THE ADDED INCREMENT. Columbia Broadcasting System. 1934.

Importance of the time factor in establishing a daily listening habit.

AN ANALYSIS OF RADIO-LISTENING IN AUTOS. Columbia Broadcasting System. 1936.

Study and significance of auto radios analyzed by number of listening hours, time, and type of program.

AN ANALYSIS OF THE SALES OF A DETROIT RETAIL DEALER IN RADIO SETS. August 1937 to June 1938. Detroit Free Press. 1938.

Significant feature is change in character of market by income areas. "High income areas now account for over 50% of the sales of low priced radios."

ARE THEY LISTENING? American Newspaper Publishers Ass'n. 1932.

A telephone survey of 28,947 homes.

THE BUFFALO RADIO AUDIENCE. By Robert Riegel. WBEN, Inc. 1932.

Listening habits by hours, sex, income groups. Results in graphic form.

DETAILS OF ADDISON LEWIS & ASSOCIATES RADIO SURVEY OF MINNEAPOLIS. Addison Lewis & Associates. 1935.

Telephone survey of listener habits.

DOES RADIO SELL GOODS? By R. F. Elder. Columbia Broadcasting System. 1931.

Concludes that radio advertised products are sold more in radio homes than in non-radio homes.

EARS AND INCOMES. By Daniel Starch. Columbia Broadcasting System. 1934.

A study of 4 programs, showing that the class audience is reached.

ESTIMATED NUMBER OF FAMILIES OWNING RADIO SETS IN THE U. S. Jan. 1, 1938. Joint Committee on Radio Research. 1938.

Total of 26,666,500 listed by counties.

EXACT MEASUREMENTS OF THE SPOKEN WORD, 1902-1936. Columbia Broadcasting System. 1936.

Ear versus eye. Conclusions consistently in favor of the ear.

THE FLOOD HITS THE VALLEYS. Columbia Broadcasting System. 1933.

An allocation by states of the 9,000,000 radios sold since the census. Succeeded by the 1934 edition entitled "The Flood Hits the Spillways."

4 HOURS AND 28 MINUTES BY THE KITCHEN CLOCK AT THE CLANCY'S. Columbia Broadcasting System. 1934.

Facts on radio listening by income levels.

THE GOOD NEW SUMMER TIME. National Broadcasting Co. 1936.

An analysis of the summer listening audience, based on a survey by Anderson, Nichols, Associates, Inc.

HAS RADIO SOLD GOODS IN 1932? By R. F. Elder. Columbia Broadcasting System. 1932.

Comparison of sales of radio-advertised products in homes with and without radios. Concludes that more are sold in radio homes.

HOW TO BUILD THE RADIO AUDIENCE. By D. D. Connah. Harper & Bros. 1938.

A detailed study of how to secure larger radio audiences. Chapters on the listeners, publicity, advertising, promotion. Sample publicity campaigns and a program promotion check list are included in the appendix.

IOWA RURAL RADIO LISTENER SURVEY. By H. B. Summers. Kansas State College. 1938.

Personal interview study, similar to the "1938 Kansas radio lisseners survey."

A LARGER SUMMER AUDIENCE IN 1934. Columbia Broadcasting System. 1934.

Estimates as to the number of listeners.

LOST AND FOUND. Columbia Broadcasting System. 1935.

Figures on the 1934 radio audience. Gives radio homes and radio sales by states; compares figures with number of automobiles, telephones, automobile radios.

MARKET AND NEWSPAPER STATISTICS. 1938. American Ass'n of Advertising Agencies. 1938.

Circulation statistics and analyses.

MARKETS IN RADIO HOMES BY INCOME LEVELS AND PRICE LEVELS. Columbia Broadcasting System. 1934.

Shows definite markets for high priced commodities even though they may not be found in all economic classes.

MEASUREMENT IN RADIO. By F. H. Lumley. Ohio State University. 1934.

Exhaustive study of the measurement of the radio audience, methods used, results, analysis of sales response, etc. Specific cases given.

MEMORY FOR ADVERTISING COPY PRESENTED VISUALLY AND ORALLY. By Frank Stanton. Columbia Broadcasting System. 1934.

Effectiveness of spoken vs. printed advertising copy.

MONEY AT THE CROSSROADS. By C. M. Wilson. National Broadcasting Co. 1937.

"An intimate study of radio's influence upon a great market of 60,000,000 people." Radio's place in rural life.

A NATIONWIDE SURVEY OF LISTENING HABITS. Conducted by Market Research Corp. of America. National Broadcasting Co. 1935.

Exhaustive survey of listening habits.

THE NEW AND MOST ACCURATE SURVEY METHOD FOR DETERMINING LISTENER INTEREST IN PROGRAMS. Devised by R. F. Elder and L. F. Woodruff. Yankee Network. 1935.

1938 KANSAS RADIO LISTENERS SURVEY. By H. B. Summers. Kansas State College. 1938.

Personal interview survey giving program ratings, extent of listening, economic status of listeners, sets in use, station information, etc.

THE NEW PSYCHOLOGY OF SELLING AND ADVERTISING. By H. C. Link. Macmillan Co. 1932.

Study of methods of consumer research, some of which is applicable to radio.

RADIO AND MAINE HOMEMAKERS. By B. B. Miner. Univ. of Maine. 1938.

"A preliminary survey of the radio listening habits of 2,348 women living on Maine farms and in rural communities."

RADIO AND RADIO PROGRAM SURVEY. By L. M. McDermott. De Paul University. 1937.

Based on personal interviews in Chicago area. Part I deals with receiving sets; Part II with favorite radio stations and programs.

RADIO AND THE FARM. National Broadcasting Co. 1934.

A detailed study of the farm market and of the part radio plays in agricultural districts.

RADIO BROADCASTING AS A MEDIUM FOR SUMMER ADVERTISING. By Herman Hettinger & R. R. Mead. Columbia Broadcasting System. 1931.

Data on value of broadcasting during the summer.

RADIO BROADCASTING ATLAS. Walter P. Burn & Associates. 1938.

Includes maps giving primary coverage claims of more than 400 commercial radio stations for four power groups for 3 networks, also a map showing radio homes per sq. mile.

RADIO GOES TO COLLEGE. Columbia Broadcasting System. 1938.

A study of radio listening habits in 18 colleges.

RADIO IN 1937. Columbia Broadcasting System. 1937.

Detailed statistical data and graphs on radio ownership, distribution, listening habits, and trends.

RADIO MARKETS—Quarterly sections of the periodical "Radio Art."

RADIO TAKES TO THE ROAD. National Broadcasting Co. 1936.

Statistics on number of automobile sets and listeners.

REACHING JUVENILE MARKETS. By E. E. Grumbine. McGraw-Hill Book Co., Inc. 1938.

Author's purpose is to give ". . . information about the psychology of appeal to boys and girls, and their likes and dislikes during different stages of growth." Includes chapter on building radio programs for children.

REPORT OF A RESEARCH INTO THE ATTITUDES AND HABITS OF RADIO LISTENERS. By Clifford Kirkpatrick. Webb Book Pub. Co. 1933.

Results of survey showing listener reactions and the trend of those responses.

SATURDAY MORNING. National Broadcasting Co. 1936.

An analysis of the potential Saturday morning audience.

A SUMMARY OF SUMMER RADIO FACTS. Columbia Broadcasting System. Revised to 1937.

Predictions for the 1937 summer radio audience.

THE SUMMER RADIO AUDIENCE. By H. S. Hettinger & R. R. Mead. Universal Broadcasting Co. 1931.

Study of the summer radio habits and preferences in Philadelphia and vicinity.

THE SUMMER RADIO AUDIENCE. Average weekday, Saturday, Sunday. Based on a survey conducted by Anderson, Nichols Associates, Inc. for the National Broadcasting Co. 1936.

Gives composition and availability of audience. Charts, tables, and text. Compares summer and winter.

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SURVEY OF RADIO ADVERTISING PENETRATION. International Broadcasting Co. Ltd. London. 1935.

Results of house-to-house canvas in England, Scotland and Wales determining listeners to English concerts from Continental stations.

VERTICAL STUDY OF RADIO OWNERSHIP. Columbia Broadcasting System. 1933.

Comprehensive study of radio homes by income groups.

THE VERY RICH. Columbia Broadcasting System. 1936.

A listener survey conducted in wealthy homes in Boston by personal interviews.

WHAT BOYS DIAL AND RADIOS THEY OWN. Open Road for Boys. 1936.

"An analysis of 1024 radio questionnaires" on radio sets, radio programs, listening time, etc.

THE WINTER RADIO AUDIENCE. Average weekday, Saturday, Sunday. Based on a survey conducted by Anderson, Nichols Associates, Inc. for the National Broadcasting Co. 1937.

Gives composition and availability of audience. Charts, tables, and text.

YARDSTICKS ON THE AIR. American Newspaper Publishers Ass'n 1935.

Figures and charts claiming decrease in broadcast advertisers, listeners, etc.

EDUCATION

AN APPRAISAL OF RADIO BROADCASTING IN THE LAND-GRANT COLLEGES AND STATE UNIVERSITIES. By T. F. Tyler. National Committee on Education by Radio. 1933.

Way in which broadcasting is administered by these institutions; radio equipment, costs, programs; opinions of 631 persons on radio broadcasting.

AUDITORY AIDS IN THE CLASS ROOM. By J. V. L. Hogan and R. M. Wilmotte. Committee on Scientific Aids to Learning. 1938.

A report providing school administrators with cost figures on auditory aids to class rooms. Covers the four methods: broadcasting through commercial stations; through a school-owned ultra-high frequency station; wire lines; recordings. Appendix gives data on expense of setting up a transmitter for use of a school.

THE BROADCASTER AND THE LIBRARIAN. By F. K. W. Drury. National Advisory Council on Radio in Education. Information Series No. 3. 1931.

Aims to increase cooperation. Includes short chapter on broadcasting book talks.

BROADCASTING AND EDUCATION. By J. H. Whitehouse. Oxford Univ. Press. London. 1936.

A scheme of educational broadcasting which the author believes would be of value to the BBC.

CHILDREN AND RADIO PROGRAMS. A Study of More Than Three Thousand Children in the N. Y. Metropolitan Area. By A. L. Eisenberg. Columbia University Press. 1936.

Radio-listening activities, programs, ratings, reactions, etc. Numerous charts.

BROADCASTING FOREIGN-LANGUAGE LESSONS. By F. H. Lumley. Ohio State Univ. 1934.

Comprehensive report on effectiveness of radio in teaching pronunciation. Resume of reports of foreign language broadcasting, reports from pupils and teachers on French radio lessons, and radio instruction in foreign languages in North America, complete the volume.

EDUCATION BY RADIO. Comp. by H. M. Muller. H. W. Wilson Co. 1932.

Detailed handbook including debate outlines, reprints, bibliographies, relating to subject: legislation should be enacted reserving to educational agencies at least 15% of all radio channels.

EDUCATION BY RADIO. Vols. 1-8. National Committee on Education by Radio. 1931-38.

News of special interest to education on the air. Excerpts from many sources on all subjects relating to education by radio.

EDUCATION BY RADIO IN AMERICAN SCHOOLS. By Carroll Atkinson. George Peabody College for Teachers. c1938.

Over 2000 questionnaires were sent out to secure data for this volume. Covers three points: extent of use of radio today by American schools; practices in education by radio that have proved successful or not; future implications of radio and education judging by past experiences.

EDUCATION ON THE AIR. Ed. by J. H. MacLatchy. Ohio State University. 1930-date.

Yearbooks of the Institute for Education by Radio. Although primarily educational, many addresses and discussions treat problems of general interest to broadcasters. The 1935 edition was combined with the Proceedings of the National Advisory Council on Radio in Education.

EDUCATIONAL BROADCASTING. 1936-37. Proceedings of the National Conference on Educational Broadcasting; edited by C. S. Marsh. Univ. of Chicago Press. 1937-38.

Individual speeches and discussions not only on educational radio, but on other subjects of vital interest to broadcasters.

EDUCATIONAL BROADCASTING IN JAPAN. Broadcasting Corp. of Japan. Tokyo. 1937.

Development of educational broadcasting, both social education and school education. (In English)

EDUCATIONAL RADIO SCRIPT EXCHANGE. U. S. Office of Education. Washington. 1936.

Catalog of material available from the Office of Education for distribution to educational and noncommercial groups.

EDUCATIONAL RADIO STATIONS. National Committee on Education by Radio. 1936.

Brief descriptions of 25 leading educational radio stations in U. S. Illustrated.

THE EDUCATIONAL ROLE OF BROADCASTING. International Institute of Intellectual Co-operation. Paris. 1935.

Studies by experts from many countries. International exchange of programs, recreational broadcasts, news, bulletins, politics, history, social questions and music are among subjects discussed.

EDUCATION'S OWN STATIONS. The history of broadcasting licenses. By S. E. Frost, Jr. Univ. of Chicago Press. 1937.

A study of the experiences of educational radio stations, giving data on their licenses, and an analysis of reasons for loss of licenses. Tables show length of time licenses were in effect, number of licenses lost, etc. Arranged alphabetically by name of college.

THE EFFICACY OF BROADCASTS TO SCHOOLS. By M. E. Thomas. Melbourne Univ. Press. Australia. 1937.

Broadcast and classroom lessons are compared in this Australian radio study.

4 YEARS OF NETWORK BROADCASTING. National Advisory Council on Radio in Education. Information Series No. 16. 1937.

A report on educational broadcasting.

THE FUTURE OF RADIO AND EDUCATIONAL BROADCASTING. By Levering Tyson & Judith Waller. National Advisory Council on Radio in Education. Information Series No. 14. 1934.

Discussions on the problems of educational radio by people long in the field.

LISTEN AND LEARN. By F. E. Hill. American Association for Adult Education. 1937.

An account of "fifteen years of adult education on the air."

THE PROBLEM OF THE INSTITUTIONALLY OWNED STATION. By C. M. Jansky Jr., R. C. Higgy, and Morse Salisbury. National Advisory Council on Radio in Education. Information Series No. 10. 1934.

Difficulties encountered and possible solutions.

A PROJECT IN THE RECEPTION OF CULTURAL SHORTWAVE BROADCASTS FROM SPANISH AMERICA, WITH SOME ATTENTION TO BROADCATS FROM EUROPE. By W. S. Hendrix. Ohio State Univ. 1938.

A study of the educational possibilities for this country of programs from South America. Reception conditions, and program quality examined.

RADIO AND EDUCATION. Ed. by Levering Tyson. University of Chicago Press. 1931-date.

Proceedings of the National Advisory Council on Radio in Education Inc. These yearbooks are primarily educational. Include many subjects of general interest to broadcasters. The 1935 edition was combined with the Proceedings of the Institute for Education by Radio.

RADIO AS A CULTURAL AGENCY. Ed. by T. F. Tyler. National Committee on Education by Radio. 1934.

Proceedings of the national conference called on this subject.

RADIO IN THE CLASSROOM. Objectives, principles and practices. By Margaret Harrison. Prentice-Hall, Inc. 1937.

Practical suggestions which will aid educators in making the best use of radio programs in the schools. Author was formerly Special Investigator in Radio Education, Teachers College, Columbia University.

RADIO, THE ASSISTANT TEACHER. By B. H. Darrow. R. G. Adams & Co. 1932.

Founder of the Ohio School of the Air discusses educational broadcasting, its growth, purposes, program presentation, effectiveness, etc.

RESEARCH PROBLEMS IN RADIO EDUCATION. By W. W. Charters. National Advisory Council on Radio in Education. Information Series No. 4. 1934.

Specific problems to be solved.

RETROSPECT AND FORECAST IN RADIO EDUCATION. By Levering Tyson & W. J. Donovan. National Advisory Council on Radio in Education. Information Series No. 15. 1936.

Two addresses on the history and on the tremendous force education by radio may have in preserving culture and democracy.

SCHOOL BROADCASTING. International Institute of Intellectual Co-operation. Paris. 1933.

Comprehensive survey. Major portion devoted to experiments, results, and projects in 25 countries.

SCHOOL BROADCASTING IN GREAT BRITAIN. By L. W. Parker. University of Chicago Press. 1937.

Gives results of a survey.

TEACHING WITH RADIO. By R. R. Lowdermilk. Ohio State Univ. 1938.

Practical suggestions on preparing classes for radio, on listening, on follow-up work, etc. The articles are reprinted from The Ohio Radio Announcer.

WIDENING HORIZONS. By F. A. Willis. National Advisory Council on Radio in Education. Information Series No. 11. 1934.

Opportunities, responsibilities, and problems of education by radio.

TECHNICAL

ACOUSTICS AND ARCHITECTURE. By P. E. Sabine. McGraw-Hill Book Co. Inc. 1932.

Fundamentals of sound, reverberations, absorption, with chapters on reverberation and acoustics of rooms (including broadcasting studios) auditoriums, etc.

APPLIED ACOUSTICS. By H. F. Olson & Frank Massa. P. Blackiston's Son & Co. 1934.

Chapters on fundamental acoustical measurements, microphones, loud speakers, architectural acoustics, etc.

ARCHITECTURAL ACOUSTICS. By V. O. Knudsen. John Wiley & Sons Inc. 1932.

Comprehensive treatment. Includes chapters on radio broadcast and sound recording studios, music buildings, theatres, auditoriums.

BROADCASTING NETWORK SERVICE. American Telephone & Telegraph Co. 1934.

Bell System's part in developing wire networks for radio. Operation, plant, costs, etc.

COMMUNICATION ENGINEERING. By W. L. Everitt. McGraw-Hill Book Co. Inc. 2nd ed. 1937.

Fundamentals of communication by wire and wireless networks.

ELECTRIC COMMUNICATION AND ELECTRONICS. Vol. 5 of Electrical Engineers' Handbook. Ed. by Harold Pender and Knox McIlwain. 3rd ed. John Wiley & Sons Inc. 1936.

Comprehensive treatment of all phases of the subject by authorities in the field.

XUM

ELECTROLYTIC CAPACITORS. By P. M. Deeley. The Cornell-Dubilier Electric Corp. South Plainfield, N. J. 1938.

Detailed study of the "theory, construction, characteristics and application of electrolytic capacitors of all types."

ELECTRON TUBES AND THEIR APPLICATION. By J. H. Morecroft. John Wiley & Sons, Inc. rev. ed. 1936.

Practical, authoritative book by the late Professor of Electrical Engineering, Columbia University.

ELECTRON TUBES IN INDUSTRY. By Keith Henney. 2nd ed. McGraw-Hill Book Co. Inc. 1937.

Comprehensive study of all types of vacuum tubes and their uses in noncommunication industries.

ELECTRONICS. By R. G. Hudson. John Wiley & Sons, Inc. 1933.

Underlying theory, basic facts, and practice.

ELECTRONICS AND ELECTRON TUBES. By E. D. McArthur. John Wiley & Sons, Inc. 1936.

Up-to-date treatise on all important phases of theory and application of electron tubes.

ELEMENTS OF RADIO COMMUNICATION. By J. H. Morecroft. 2nd ed. John Wiley & Sons, Inc. 1934.

Introductory volume to author's "Principles of Radio Communication". Covers all phases of radio.

THE EMPIRE SERVICE. British Broadcasting Corp. 1936.

A technical explanation of B.B.C.'s short-wave transmissions from Daventry to the countries in the British Empire.

ENGINEERING ELECTRONICS. By D. G. Fink. 1st. ed. McGraw-Hill Book Co., Inc. 1938.

A practical study of physical electronics, electron tubes and electron-tube applications, by the managing editor of "Electronics." Problems, solutions, bibliography, definitions, are included.

ENGINEERING HANDBOOK OF THE NATIONAL ASSOCIATION OF BROADCASTERS. Comp. by J. C. McNary. National Association of Broadcasters. 1935.

Curves for following: Wave propagation for CCIR curves, Rolph's graphs for ground-wave propagation — Non-directional antennas—Transmission lines—Directional antenna arrays — Pads and attenuators—FCC empirical standards.

EXPERIMENTAL RADIO. 4th ed. By R. R. Ramsey. Ramsey Pub. Co. 1937.

A volume of laboratory experiments on radio.

EXPERIMENTAL RADIO ENGINEERING. By J. H. Morecroft. John Wiley & Sons, Inc. 1931.

Fifty-one experiments covering facts, theories and principles of radio.

FOUNDATIONS OF RADIO. By R. L. Duncan. John Wiley & Sons, Inc. 1931.

Fundamentals of electricity and allied subjects constituting basis of radio.

FUNDAMENTALS OF RADIO. By F. E. Terman. McGraw-Hill Book Co., Inc. 1938.

A simplified version of the author's "Radio Engineering." Organization of material, style, and viewpoint is the same.

FUNDAMENTALS OF VACUUM TUBES: By A. V. Eastman. McGraw-Hill Book Co. Inc. 1937.

Basic theory and applications of vacuum tubes in radio and industrial uses.

*Experimental Facsimile Broadcast Stations

(Authorized by FCC as of January 1, 1939)

AUTHORIZED TO USE REGULAR BROADCAST BAND

(Midnight to 6 a. m.)

Call Letters	Licensee and Location	Frequencies in Kilocycles	Power in Watts
WBEN	WBEN, Inc. Buffalo, N. Y.	900	1,000
WGN	WGN, Inc. Chicago, Ill.	720	50,000
WHK	Radio Air Service Corp Cleveland, O.	1390	1,000
WLW	The Crosley Corp. Cincinnati, O.	710	50,000
WHO	Central Broadcasting Co. Des Moines, Ia.	1000	50,000
WOR	Bamberger Broadcasting Service Newark, N. J.	710	50,000
KFBK	McClatchy Broadcasting Co. Sacramento, Cal.	1490	10,000
KMJ	McClatchey Broadcasting Co. Fresno, Cal.	580	1,000
WSM	National Life & Accident Insurance Co. Nashville, Tenn.	650	50,000
	SHORT WAVES		
W1XMX	The Yankee Network Inc. (WNAC-WAAB) Sargents Purchase, N. H.	41000	500
W2XR	Radio Pictures Inc. New York City (WQXR)	1614, 2012, 2398, 23100 41000, 86000-400000	1,000
W2XUP	Bamberger Broadcasting Service New York City (WOR)	31600, 35600, 38600, 41000	100
W8XTY (CP)	Evening News Association Detroit, Mich. (WWJ)	31600, 35600, 38600, 41000	150
W9XZY	Pulitzer Publishing Co. St. Louis, Mo. (KSD)	31600, 35600, 38600, 41000	100
W8XE	Radio Air Service Corp. Cleveland, O. (WHK)	31600, 35600, 38600, 41000	50
W9XSP	Star-Times Publishing Co. St. Louis, Mo. (KXOK)	31600, 35600, 38600, 41000	100
W8XUF	Sparks-Withington Co. Jackson, Mich.	31600, 35600, 38600, 41000	100
W2XBF	William G. H. Finch New York City	31600, 35600, 38600, 41000	1,000

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* Companies manufacturing facsimile equipment: Finch Telecommunications Laboratories, 37 W. 57th St., New York City (W. G. H. Finch); Fulton Facsimile Corp., 342 Madison Ave., New York City (John T. Parkinson); Radio Pictures Inc., 730 Fifth Ave., New York City (John V. L. Hogan); International Business Machines Co., Radiotype Division, 95 Madison Ave., New York City (Walter Lemmon); RCA Manufacturing Co., Camden, N. J. (Harold F. Vance).

HANDBOOK OF ENGINEERING FUNDAMENTALS. By O. W. Eshbach. John Wiley & Sons, Inc. 1936.

Fundamentals of engineering practice. Mathematics, physics, mechanics, materials, electricity, magnetism, light, acoustics, etc. are among subjects.

HIGH-FREQUENCY MEASUREMENTS. By August Hund. McGraw-Hill Book Co. Inc. 1933.

High-frequency phenomena applied to measurements.

THE HOUSE THAT RADIO BUILT. By O. B. Hanson. National Broadcasting Co. 1935.

Technical description of NBC studios in Radio City. Illustrated.

HOW TO PASS RADIO LICENSE EXAMINATIONS. By C. E. Drew. John Wiley & Sons, Inc. 1938.

THE LOW VOLTAGE CATHODE RAY TUBE, AND ITS APPLICATIONS. By G. Parr. Chapman & Hall Ltd. 1937.

Technical study. Appendix includes comprehensive bibliography.

MEASUREMENTS IN RADIO ENGINEERING. By F. E. Terman. McGraw-Hill Book Co. Inc. 1935.

Comprehensive engineering discussion of measuring problems.

MODERN COMMUNICATION. Houghton Mifflin Co. 1932.

Seven lectures given in a Lowell Institute course by executives of A. T. & T. and associated companies.

MODERN RADIO COMMUNICATION. 5th ed. By J. H. Reyner. Sir Isaac Pitman & Sons Ltd. London. 1935.

Textbook on theory and practice.

MODERN RADIO ESSENTIALS. By K. A. Hathaway. American Technical Society. 1935.

General discussion for the layman as well as for the technician.

OLD WIRES AND NEW WAVES. By A. F. Harlow. Appleton-Century. 1936.

Detailed history of communication agencies.

PHENOMENA IN HIGH-FREQUENCY SYSTEMS. By August Hund. McGraw-Hill Book Co. Inc. 1936.

Comprehensive, up-to-date treatment of the subject with applications to communication engineering problems.

THE PHYSICS OF ELECTRON TUBES. By L. R. Koller. McGraw-Hill Book Co. Inc. 2nd ed. 1937.

Fundamental physical phenomena explained in operation of electron tubes.

PRACTICAL RADIO COMMUNICATION. Principles, systems, equipment, operation, including short-wave and ultra-short-wave radio. By A. R. Nilson & J. L. Hornung. McGraw-Hill Book Co. Inc. 1935.

Technical information for the practical radio operator-technician. Includes chapters on studio acoustics and apparatus, control-room equipment and operation.

PRESENT AND IMPENDING APPLICATIONS TO EDUCATION OF RADIO AND ALLIED ARTS. National Advisory Council on Radio in Education. Information Series No. 5. 1936 ed.

Summary of recent technical developments. Appendix includes capital investment and maintenance costs for stations according to power.

PRINCIPLES OF RADIO. By Keith Henney. 3rd ed., 1938. John Wiley & Sons.

Technical treatment of radio communication and apparatus.

PRINCIPLES OF RADIO COMMUNICATION. By John H. Morecroft. 3rd ed. John Wiley & Sons Inc. 1933.

An outstanding text on the subject covering all phases of the art and science of radio communication.

PRINCIPLES OF RADIO ENGINEERING. By R. S. Glasgow. McGraw-Hill Book Co. Inc. 1936.

Fundamentals of radio communication and practice. Based upon lectures given at Washington University.

RADIO. By E. E. Burns. 3rd. ed. D. Van Nostrand Co., Inc. 1938.

An up-to-date technical study primarily for "schools, evening classes and home study."

THE RADIO AMATEUR'S HANDBOOK. A manual of amateur high-frequency radio communication. American Radio Relay League Inc. 1925-date.

Issued annually, covering new developments in the field.

RADIO ANTENNA HANDBOOK. 2nd. ed. By the Technical Staff of "Radio." Radio, Ltd. 1938.

"Comprehensive and practical outline of the whole antenna problem" for those using high frequencies. Many diagrams.

RADIO ENGINEERING. By F. E. Terman. McGraw-Hill Book Co. Inc. 2nd ed. 1937.

Comprehensive engineering treatment of the more important vacuum tube and radio phenomena.

THE RADIO ENGINEERING HANDBOOK. Ed. by Keith Henney. 2nd ed. McGraw-Hill Book Co. Inc. 1935.

Complete revision. Chapters on all phases of engineering practice by leading authorities.

RADIO FACSIMILE. An assemblage of papers from engineers of the RCA Laboratories relating to the radio transmission and recorded reception of permanent images. Vol. 1. 1938. RCA Institutes Technical Press.

RADIO-FREQUENCY ELECTRICAL MEASUREMENTS. By H. A. Brown. 2nd. ed. McGraw-Hill Book Co., Inc. 1938.

"A guide for radio engineering laboratory instruction." Chapters on measurements of: circuit constants, frequency, antennas, electron-tube coefficients and amplifier performance, wave form, modulation, receivers, piezo-electric crystals, electromagnetic-waves, etc.

THE 'RADIO' HANDBOOK. By F. C. Jones. Radio, Ltd. 1938.

A radio annual giving technical data on construction, design and operation of all types of receivers and transmitters.

RADIO MANUAL. By Geo. E. Sterling. 3rd. ed. D. Van Nostrand Co., Inc. 1938.

Up-to-date handbook on all technical phases of radio. One hundred pages devoted to "Studio and control room apparatus and operating technique." Other chapters on broadcast transmitters, antennas, field strength measurements, vacuum tubes, radio and navigation, aviation, police, etc. Includes summary of general radio regulations revised at Cairo conference, 1938.

RADIO OPERATING. QUESTIONS AND ANSWERS. By A. R. Nilson & J. L. Hornung. 6th ed. McGraw-Hill Book Co. Inc. 1936.

Written especially for operators about to take the government examination for a radio operator's license.

RADIO RECEIVING AND TELEVISION TUBES. By J. A. Moyer & J. F. Wostrel. 3rd ed. McGraw-Hill Book Co. 1936.

Engineering study of vacuum tubes.

RADIO TELEGRAPHY AND TELEPHONY. By R. L. Duncan & C. E. Drew. 2nd ed. John Wiley & Sons, Inc. 1931.

Handbook explaining apparatus and its operation, broadcasting, receiving and transmitting.

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(Continued from page 375)

RADIO TRAFFIC MANUAL AND OPERATING REGULATIONS. By R. L. Duncan & C. E. Drew. 1929. John Wiley & Sons, Inc.

Information for the wireless operator; acquiring the code, regulations, operators' licenses, etc.

RADIO YEAR BOOK AND RADIO TRADE DIRECTORY. 1938-39. Caldwell-Clements, Inc.

Directory of radio apparatus, manufacturers, products and trade names.

SHORT-WAVE RADIO. By J. H. Reyner. Pitman Pub. Corp. 1937.

A non-mathematical account of the study of short waves. Aerials, feeders, aerial arrays, transmitters, receivers, ultra-short and micro-waves are all dealt with. A short glossary is included.

SHORT WAVE WIRELESS COMMUNICATION. By A. W. Ladner & C. R. Stoner. 3rd ed. John Wiley & Sons. 1936.

Technical discussion of the principles by English engineers.

SIGNALS AND SPEECH IN ELECTRICAL COMMUNICATION. By John Mills. Harcourt, Brace & Co. 1934.

A non-technical account of the general principals of electrical transmission, including radio, television, and picture transmission.

STANDARDS. 1938. Institute of Radio Engineers.

The I.R.E. Standards Committee Reports now appear in separate reports deading with radio receivers, electronics, electrovisual devices, transmitters and antennas, electroacoustics. Definition of terms, graphical symbols, and methods of testing are given.

A TECHNICAL DESCRIPTION OF BROADCASTING HOUSE. British Broadcasting Corp. 1932.

Description, diagrams, and photographs of studios, control rooms, power supply, and architectural features.

THEORY OF THERMIONIC VACUUM TUBE CIRCUITS. By L. J. Peters. McGraw-Hill Book Co. Inc. 1927.

Fundamental theory.

THEORY OF THERMIONIC VACUUM TUBES. By E. L. Chaffee. McGraw-Hill Book Co. Inc. 1933.

Technical treatment of fundamental principles.

THE THERMIONIC VACUUM TUBE AND ITS APPLICATIONS. By H. J. Van der Bijl. McGraw-Hill Book Co. Inc. 1920.

Basic theory of the thermionic vacuum tube.

200 METERS AND DOWN. The story of amateur radio. By C. B. DeSoto. American Radio Relay League. 1936.

Comprehensive account of part amateur operators have played in radio development.

WIRELESS ENGINEERING. By L. S. Palmer Longmans, Green & Co. 1936.

Technical treatment of all branches of radio engineering. Includes recent advances in microwave technique, directional wireless, wave propagation.

TELEVISION

ELECTRON OPTICS IN TELEVISION. By I. G. Maloff and D. W. Epstein. McGraw-Hill Book Co. Inc. 1938.

Detailed technical treatment of electron optics and of the television cathode-ray tube.

ELECTRONIC TELEVISION. By G. H. Eckhardt. Goodheart-Willcox Co. Inc. 1936.

A not-too-technical treatise on the subject, particularly stressing RCA and Farnsworth systems. Profusely illustrated.

EXPERIMENTAL TELEVISION. By A. F. Collins. Lothrop, Lee & Shepard Co. 1932.

Experiments in building transmitters written in popular style.

THE OUTLOOK FOR TELEVISION. By O. E. Dunlap. Harper & Bros. 1932.

A non-technical study of television's history, growth, commercial and program possibilities. Appendix contains chronology of wireless-radio-television 640 B.C.-1932 A.D.

PHOTOCELLS AND THEIR APPLICATION. By V. K. Zworykin & E. D. Wilson. John Wiley & Sons Inc. 2nd Ed., 1934.

Discussion of the origin and rise of the photocell, its behavior and functions.

PHOTOELECTRIC CELLS. By N. R. Campbell and Dorothy Ritchie. 3rd ed. Sir Isaac Pitman & Sons Ltd. London. 1936.

Properties, uses, and applications.

PHOTOELECTRIC PHENOMENA. By A. L. Hughes and L. A. DuBridge. McGraw-Hill Book Co. Inc. 1932.

A technical study of the whole field of photoelectric phenomena.

REPORT OF THE TELEVISION COMMITTEE. Great Britain. Jan. 1935. His Majesty's stationery office. (Command Paper 4793)

Official report.

TELEVIEWING. By E. H. Robinson. Selwyn & Blount Ltd. London. 1935.

A non-technical book by an English author on the history, fundamentals, systems in use, and possible effects.

TELEVISION. By M. G. Scroggie. Blackie & Son Ltd. London. 1935.

An up-to-date book on television and its systems written for amateurs and non-technical readers.

TELEVISION. Collected Addresses and Papers on the Future of the New Art and Its Recent Technical Developments. RCA Institutes Technical Press. Vol. 1. 1936, Vol. 2, 1937.

Compilation of engineering articles by authorities.

TELEVISION. A STRUGGLE FOR POWER. By F. C. Waldrop and Joseph Borkin. William Morrow & Co. 1938.

Historical development of radio and television particularly studying its commercial, regulatory, patent, and social problems.

TELEVISION CYCLOPAEDIA. By A. T. Witts. Chapman & Hall Ltd. London. 1937.

Definitions of terms, together with diagrams.

TELEVISION ENGINEERING. By J. C. Wilson. Sir Isaac Pitman & Sons. 1937.

A highly technical treatise on the basic facts and theories of television. Special methods, and modern television equipment are described.

TELEVISION, ITS METHODS AND USES. By E. H. Felix. McGraw-Hill Book Co. Inc. 1931.

Television systems, basic processes, performance, limitations, developments.

TELEVISION OPTICS. By L. M. Myers. Sir Isaac Pitman & Sons Ltd. 1936.

An excellent treatise on the optical and electron-optical branches of television. Chapters on: Theory of image formation; Photometry; Kerr effect; Mechanical and electron scanning systems.

TELEVISION RECEPTION. By Manfred Van Ardene. Trans. by O. S. Puckle. Chapman & Hall, London. 1936.

A detailed description of a complete television receiver by a German inventor.

TELEVISION RECEPTION TECHNIQUE. By P. D. Tyers. Sir Isaac Pitman & Sons Ltd. 1937.

A technical study of television receiving apparatus.

TELEVISION: technical terms and definitions. By E. J. G. Lewis. Sir Isaac Pitman & Sons Ltd. 1936.

An alphabetical listing of television terms together with their definitions.

TELEVISION. THEORY AND PRACTICE. By J. H. Reyner. Chapman & Hall Ltd., 2nd ed. 1937.

Technical study of principles of television, and systems in use.

TELEVISION TODAY AND TOMORROW. By S. A. Moseley & H. J. B. Chapple. 4th ed. Sir Isaac Pitman & Sons Ltd. 1934.

Detailed account of the history, types of apparatus, and principles by English authors.

TELEVISION UP-TO-DATE By R. W. Hutchinson. University Tutorial Press Ltd. London. 2nd ed. 1937.

Principles and practice of television for the general reader.

TELEVISION WITH CATHODE RAYS. By A. H. Halloran. Pacific Radio Publishing Co. 1936.

Text constitutes lecture notes given under the auspices of the Extension Division of the University of California. Loose-leaf edition with supplements.

LEGAL

AIR LAW: OUTLINE AND GUIDE TO LAW OF RADIO AND AERONAUTICS. By H. S. LeRoy. Randolph Leigh Publishing Co. 1936 ed.

Concise outline of available legal material on radio law. Lists statutes, ordinances, decisions, etc. No text included.

ALLOCATION SURVEY. Federal Communications Commission. 1936.

Rural section includes listener preference by channel according to state, year of manufacture of receivers, number of tubes. Other sections deal with continuous field recordings of clear channel stations, conductivity of earth, inspectors' reports of interviews with listeners.

AMERICAN VS. BRITISH SYSTEM OF RADIO CONTROL. Comp. by E. C. Buehler. H. W. Wilson Co. 1933.

Comprehensive study arranged in debate form. Articles by radio authorities used as examples of discussion for affirmative and negative sides.

ANNUAL REPORT. 1935 to date. Federal Communications Commission. Govt. Printing Office. 1936-date.

The annual reports of the FCC covering activities of the year.

ANNUAL REPORT. Radio Committee. American Bar Association.

Summaries of legal developments together with data of general interest to broadcasters.

CASES ON AIR LAW. By C. F. G. Zollman. 2nd. ed. West Publishing Co. 1932.

Text of some of the court decisions on radio and aviation law.

COMMUNICATIONS BY WIRE AND RADIO; A treatise on the law of wire and wireless communications in interstate and foreign commerce. By Tyler Berry. Callaghan & Co. 1937.

Comprehensive study of radio law. Discusses the many legal phases of the problems of radio. One hundred pages of special provisions which relate to radio are included.

THE CONTROL OF RADIO. By J. G. Kerwin. University of Chicago Press. 1934.

Recommendations on the subject.

FEDERAL COMMUNICATIONS COMMISSION. REPORTS. v. 1. July 1934-July 1935 V. 2. July 1935-July 1936; V. 3. July 1, 1936-Feb. 28, 1937. Govt. Printing Office. 1936-8.

Decisions, reports and orders of the Federal Communications Commission.

THE FEDERAL RADIO COMMISSION: ITS HISTORY, ACTIVITIES AND ORGANIZATION. By L. F. Schmeckebier. The Brookings Institution. 1932.

A full discussion of radio regulation up to 1932.

THE LAW OF RADIO BROADCASTING. By A. Walter Socolow. Baker, Voorhis & Co. 1939.

In two volumes, this work treats all branches of broadcasting in detail, beginning with the original radio law of 1912. International regulation telecommunication is covered along with broadcasting, and case histories are reviewed, with emphasis on jurisdiction to tax broadcasting.

THE LAW OF RADIO COMMUNICATION. By S. B. Davis. McGraw-Hill Book Co. 1927.

Although written when radio was in its infancy, this is still an outstanding work on the subject.

LEGAL RESTRICTIONS ON THE CONTENTS OF BROADCAST PROGRAMS IN THE U. S. By L. G. Caldwell.

"Report to the Second International Congress on Comparative Law, The Hague, Aug. 4-10, 1937."

RADIO LAW, PRACTICE AND PROCEDURE. By C. C. Dill. National Law Book Co., Inc. 1938.

History, practice and procedure of radio law are dealt with by this former U. S. Senator, a co-author of the Radio Act of 1927 and of the Communications Act of 1934. Problems of state and municipal regulation of radio are included.

RADIO LAWS OF THE UNITED STATES. 1910-1936. Government Printing Office.

RELATED SUBJECTS

ADVERTISING PRODUCTION METHODS. By A. W. Dippy. McGraw-Hill Book Co. 1929.

Practical suggestions for planning and ordering are given together with descriptions of methods and processes in advertising production.

AMERICAN CHAMBER OF HORRORS: THE TRUTH ABOUT FOOD AND DRUGS. By Ruth deF. Lamb. Farrar & Rinehart, Inc. 1936.

The author, as Chief Educational Officer of the U. S. Food & Drug Administration, has been close to the field and can well tell the story of the Government's war to protect the public against dangerous, fraudulent, adulterated foods and drugs.

AMERICA'S CAPACITY TO CONSUME. By Maurice Leven, H. G. Moulton and C. A. Warburton. Brookings Institution. 1934.

A study of the amount, distribution and utilization of the income of the American people. Also their savings, expenditures and consumption.

BOOKS FOR THE ADVERTISING MAN Advertising Federation of America.

General bibliography on advertising and distribution included in the Bulletins of the Federation.

THE CONSUMER. HIS NATURE AND HIS CHANGING HABITS. By W. B. Pitkin. McGraw-Hill Book Co. 1932.

A statistical study on the types of consumers in the U. S., their buying habits, incomes and needs.

CONSUMER MARKET DATA HANDBOOK. 1936. U. S. Department of Commerce.

Most recent consumer market data available given by counties, cities and rural areas.

EDITOR AND PUBLISHER MARKET GUIDE. Editor and Publisher Co.

An annual volume with statistics broken down by city, giving population, retail trading area, analysis of population, buying power indices, location, principal industries, wholesale houses, retail outlets, newspapers, radio stations, and miscellaneous data.

40,000,000 GUINEA PIG CHILDREN. By R. L. Palmer and I. M. Alpher. Vanguard Press. 1937.

The effect of advertising directed to children. Includes radio advertising.

THE HISTORY AND DEVELOPMENT OF ADVERTISING. By Frank Presbrey. Doubleday, Doran & Co. 1929.

A well-illustrated historical account of advertising from its earliest days.

HOW TO WRITE ADVERTISING. By K. M. Goode. Longmans, Green & Co. 1936.

Preparation and writing of copy, specific problems in copy writing, reader reactions, copy tests, are among topics treated.

INCOME STRUCTURE OF THE U. S. By Maurice Leven. Brookings Institution. 1938.

Study of the years 1929 to 1936 of the distribution of the national income. Occupational, industrial and geographic differences, age, sex, and color, group action, business activity, wage changes, changes in distribution, and their effect on income variation.

MORE POWER TO ADVERTISING. By J. R. Adams. Harper & Bros. 1937.

A critical analysis of modern advertising efforts, and suggestions for increasing their effectiveness.

THE INTERNATIONAL PROTECTION OF LITERARY AND ARTISTIC PROPERTY. 2 vols. By S. P. Ladas. Macmillan. 1938.

First volume deals in international copyright and in inter-American copyright. Volume 2 deals in U. S. copyright law, and includes a summary of such laws in other countries.

LAYOUT IN ADVERTISING. By W. A. Dwiggins. Harper & Brothers. 1929.

The approach to the problem, the tools with which one works, explanations of processes, together with graphic illustrations are all covered by this nationally known authority.

LEGAL PHASES OF ADVERTISING. By Francis Finkelhor. McGraw-Hill Book Co. 1938.

Advertising ideas, testimonials, lotteries, contests, gifts, obscenity, profanity, unfair competition, copyright, radio, are some of the subjects dealt with in this book on the law of advertising. Quotations included from legal cases.

McKITTRICK, GEORGE, & CO. DIRECTORY OF ADVERTISERS.

An annual, with supplements, listing advertisers, giving products, officers, agencies, trade names. Also publish agency list.

MARKET DATA HANDBOOK OF U. S. U. S. Department of Commerce. 1929.

Statistical volumes of market data broken down by counties. Is supplemented by: General Consumer Market Statistics. 1932.

METROPOLITAN DISTRICTS. POPULATION AND AREA. U. S. Bureau of the Census. 1932.

MODERN ADVERTISING MAKES MONEY! By K. M. Goode. Harper & Bros. 1934.

The necessity for understanding and following the underlying principles of advertising, which, in turn, will bring about profits.

OUTLINE OF ADVERTISING. By G. B. Hotchkiss. Macmillan Co. 1933.

A comprehensive survey of advertising. History, market research, layout, media, merchandising, are included.

THE POPULAR PRACTICE OF FRAUD. By T. S. Harding. Longmans, Green & Co. 1935.

An examination of various phases of fraud in this country: foods, drugs, patent medicines, cosmetics, real estate, advertising; and the part this fraud plays in degrading advertising and in undermining good business.

PRINCIPLES OF ADVERTISING. By H. K. Nixon. McGraw-Hill Book Co. 1937.

An up-to-date comprehensive presentation of the principles and procedure of advertising. One chapter is on effective presentation by radio.

SCIENCE AND MUSIC. By Sir James H. Jeans. Macmillan. 1937.

A non-technical explanation of science particularly as related to music. Covers the subjects of sound, harmonics, musical instruments, acoustics of music rooms, hearing, etc.

SELLING MRS. CONSUMER. By Christine Frederick. The Business Bourse. 1929.

A study of women as consumers.

SHOWMANSHIP IN BUSINESS. By K. M. Goode and M. Z. Kaufman. Harper & Bros. 1936.

"Effectiveness of showmanship as a selling aid." Includes hundreds of examples.

THE STANDARD ADVERTISING REGISTER. National Register Publishing Co.

An annual, with monthly supplements. Lists advertisers with their addresses, personnel, agency, time of appropriation. The Company also publishes an agency and geographical list.

STATISTICAL ABSTRACT OF THE U. S. U. S. Department of Commerce. Govt. Printing Office.

An annual publication of all types of statistical information.

SURVEY OF CURRENT BUSINESS. 1938 supplement. U. S. Department of Commerce.

One volume giving back data of statistics carried in the monthly issues.

TECHNIQUE OF ADVERTISING LAYOUT. By F. H. Young. Covici Friede, Inc. 1935.

Principles of layout, with reproductions of actual layouts used by important advertisers. Approach to each problem carefully explained and illustrated.

THE TECHNIQUE OF MARKETING RESEARCH. By American Marketing Society. McGraw-Hill Book Co. 1937.

A most comprehensive study of marketing research, from analysis of the problem, through procedure, collection, organization, tabulation and interpretation of data. Psychological aspect of questonnaire development is discussed.

THIS ADVERTISING BUSINESS. By R. S. Durstine. Charles Scribner's Sons. 1928.

Informative and interesting articles on his profession, by an advertising man.

FOREIGN

NOTE: Most foreign countries publish radio yearbooks or annual reports in their own language. However, only material written in the English language has been included here. For foreign works on special subjects such as education, broadcast technique, television, etc. see those subdivisions in this bibliography.

ANNUAL REPORT. Canadian Radio Broadcasting Commission. The King's Printer, Ottawa.

Includes list of broadcasting stations.

AUSTRALIAN BROADCASTING COMMISSION ANNUAL REPORT.

The official report of the activities of the year.

B.B.C. HANDBOOKS. 1928-29; B.B.C. YEARBOOKS. 1930-34; B.B.C. ANNUALS. 1935-date.

Yearbooks covering activities of the British Broadcasting Corporation.

BEHIND THE MICROPHONE. By Stuart Chesmore. Thomas Nelson & Sons Ltd. 1935.

A popular account of the British Broadcasting Corp. and its programs.

BRITISH BROADCASTING CORPORATION ANNUAL REPORT. 1927-date.

The official report covering activities of the year.

BROADCASTING ABROAD. National Advisory Council on Radio in Education. Information Series No. 7. 1934.

Organization and program data of foreign countries.

BROADCASTING YEARBOOK OF AUSTRALIA. 2nd. ed. Australian Radio Publications, Ltd. 1937.

Australian broadcasting data, personnel, agencies, sponsors, etc., are included.

THE EMPIRE SERVICE. British Broadcasting Corp. 1936.

A technical explanation of B.B.C.'s short-wave transmissions from Daventry to the countries in the British Empire.

RADIO ADVERTISING IN AUSTRALIA. By W. A. McNair. Angus & Robertson Ltd. Sydney. 1937.

All phases of broadcast advertising are dealt with by Mr. McNair, who is director of the Australian interests of J. Walter Thompson Co.

RADIO TRADE ANNUAL AND DIRECTORY OF AUSTRALIA. Australian Radio Publications Ltd. Sydney. 1933-date.

Up-to-date yearbooks on all aspects of Australian broadcasting.

REPORT OF THE BROADCASTING COMMITTEE. Great Britain. 1935. (Command Paper 5091) His Majesty's stationery office.

A special report on how the broadcasting and television industry should be conducted after Dec. 31, 1936.

A STATISTICAL SURVEY OF RADIO PUBLICITY. British Data Service. 1935.

List of British radio advertisers and their expenditures on various foreign radio stations. Summarizes by industry. Rates given.

SURVEY OF RADIO ADVERTISING PENETRATION. International Broadcasting Co. Ltd. London. 1935.

Results of house-to-house canvas in England, Scotland and Wales determining listeners to English concerts from Continental stations.

MISCELLANEOUS

CURRENT RADIO REFERENCES. U. S. Dept. of Commerce. Electrical Division. Sept. 1938.

A revised bibliography of radio literature covering all phases of radio, particularly stressing the technical aspects.

DICTIONARY OF RADIO TERMINOLOGY IN THE ENGLISH, GERMAN, FRENCH, AND RUSSIAN LANGUAGES. By A. S. Litvinenko. Bookniga Corp. 1937.

ELECTRICAL FOREIGN TRADE NOTES. Fourth annual statistical number. May 15, 1938. Electrical Division, U. S. Dept. of Commerce.

Section on radio statistics includes number of receiving sets and stations by countries, radio sales, broadcast advertising revenue (by type of business and rendition), sales and production of sets in Canada, etc.

FAN MAIL. By Lowell Thomas. Dodge Publishing Co. 1935.

A cross-section of reactions of the audience as shown in letters received.

THE LABOR FORCE OF THE PHILADELPHIA RADIO INDUSTRY IN 1936. By G. L. Palmer and A. M. Stoflet. Works Progress Administration, National Research Project and Industrial Research Dept. Univ. of Pennsylvania. 1938.

Major objective to examine sources of labor supply, in the radio manufacturing industry. Source of workers, their ten-year employment history, occupational and social characteristics, mobility, are all studied. Much statistical data.

MAKING A LIVING IN RADIO. By Zeh Bouck. McGraw-Hill Book Co. Inc. 1935.

Suggestions to radio servicemen, operators, engineers, writers, announcers, artists.

MARCONI. THE MAN AND HIS WIRELESS. By Orrin Dunlap. Rev. ed. Macmillan Co. 1938.

Biography by the radio editor of the *N. Y. Times.*

(*Continued on page 378*)

Bibliography of Literature Pertaining to Broadcasting

(Continued from page 377)

NEW EMPIRES. By Karl A. Bickel. J. B. Lippincott Co. 1930.

Radio and the press. Appendix contains international broadcasting survey giving brief summaries of radio by country.

NEWS WHILE IT IS NEWS. The real story of the radio news. By Leland Bickford and Walter Fogg. G. C. Manthorne & Co. 1935.

Behind the scenes in the work of "The Yankee Network News Service on the Air."

PARDON MY ACCENT. By Howard Cullinan. Plimpton Press. 1934.

A radio news announcer and his experiences.

RADIO GLOSSARY. U. S. Office of Education. 2nd ed. 1938.

Glossary of terms used in program production.

RADIO INDUSTRY SURVEY. Dun & Bradstreet.

Condensed yearly analysis.

WHAT TO READ ABOUT RADIO. By Levering Tyson. National Advisory Council on Radio in Education. Information Series No. 2. 1933.

Bibliography, arranged in interview style, for the general reader.

WORLD RADIO MARKETS. Electrical Division, U. S. Dept. of Commerce.

Miscellaneous data on radio markets throughout the world. Also data on U. S. radio set exports, radio sales in U. S., world radio set statistics. Numerous revisions.

WORLD SHORT-WAVE RADIOPHONE TRANSMITTERS. U. S. Bureau of Foreign and Domestic Commerce. 1935.

May 15, 1935 edition gives world stations on frequencies above 1500 kc. Geographical and frequency listing.

PERIODICALS: GENERAL

THE ADVERTISER. Monthly. The Advertiser, 3557 Bogart Ave., Cincinnati.

ADVERTISING AGE. Weekly. Advertising Publications Inc., 100 E. Ohio St., Chicago.

ADVERTISING & SELLING. Monthly. Robbins Publishing Co. Inc., 9 E. 38th St., N. Y.

AIR LAW REVIEW. Quarterly. New York University School of Law, N. Y.

BROADCASTING. Semi-monthly. Broadcasting Publications Inc., 870 National Press Bldg., Washington, D. C.

EDUCATION BY RADIO. Monthly. National Committee on Education by Radio. One Madison Ave., N. Y.

ELECTRICAL WEEK. Monthly. Caldwell-Clements Inc. 480 Lexington Ave., N. Y.

FOREIGN COMMUNICATION NEWS. Semi-monthly. U. S. Bureau of Foreign and Domestic Commerce, Washington.

HEINL RADIO BUSINESS LETTER. 2400 California St., Washington, D. C.

THE LISTENER. Weekly. British Broadcasting Corp., Broadcasting House, London W1.

LISTENERS DIGEST. Monthly. Listeners Digest Inc., 420 Lexington Ave., N. Y.

NAB NEWS REVIEW. Monthly. National Assoc. of Broadcasters. National Press Bldg., Washington, D. C.

NAB REPORTS. Several times a month. National Ass'n of Broadcasters. National Press Bldg., Washington, D. C.

OHIO RADIO ANNOUNCER. Monthly. Bureau of Educational Research. Ohio State University. Columbus. Ohio.

PERSONNEL-LIST OF ADVERTISING AGENCIES. Monthly. Standard Rate & Data Service, 333 N. Michigan Ave., Chicago.

PUBLISHERS' INFORMATION BUREAU'S NATIONAL ADVERTISING RECORDS. Monthly. Publishers' Information Bureau. 799 Broadway. N. Y.

RMA NEWS BULLETIN. Monthly or oftener. Radio Manufacturers Assn. 1317 F Street. N. W., Washington.

RADEX. Monthly. The Radex Publishing Co., 289 Queen Anne Road. Teaneck, N. J.

RADIO ADVERTISING RATES AND DATA. Monthly. Standard Rate & Data Service, 333 N. Michigan Ave., Chicago.

RADIO & ELECTRIC APPLIANCE JOURNAL. Monthly. Henderson Publications Inc., 1270 Sixth Ave., N. Y.

RADIO ART. Quarterly. Broadcast Publishing Corp., 515 Madison Ave., N. Y.

RADIO DAILY. Radio Daily Corp., 1501 Broadway, N. Y.

RADIO DIGEST. Bi-monthly. Radio Ltd., 7460 Beverly Blvd., Los Angeles, Cal.

RADIO GUIDE. Weekly. Regal Press, Inc., 731 Plymouth Court, Chicago.

RADIO MARKETS. Title of quarterly issue of Radio Art.

RADIO MIRROR. Monthly. Macfadden Publications Inc., 205 E. 42d St., N. Y.

RADIO RETAILING. Monthly. McGraw-Hill Publishing Co. Inc., 330 W. 42nd St., N. Y.

RADIO REVIEW. Monthly. Women's National Radio Committee, 113 W. 57th St., N. Y

RADIO STARS. Monthly. Dell Publishing Co. Inc., 149 Madison Ave., N. Y.

RADIO TIMES. Weekly. British Broadcasting Corp., Broadcasting House, London. W1.

RADIO TODAY. Monthly. Caldwell-Clements Inc., 480 Lexington Ave., N. Y.

RADIO TRADE-BUILDER. Monthly. Hugh C. MacLean Publications Ltd., 347 Adelaide St. W., Toronto.

THE RADIO WEEKLY. Weekly. Phonograph Publications Co. Inc., 99 Hudson St., N. Y

RADIO WORLD. Monthly. Hennessy Radio Publications Corp., 145 W. 45th St., N. Y.

RADIODIFFUSION. Semi-annually. International Broadcasting Union, Geneva, Switzerland.

RURAL RADIO. Monthly. Rural Radio Inc., Nashville, Tenn.

SALES MANAGEMENT. Semi-monthly. Sales Management Inc., 420 Lexington Ave., N. Y.

TIDE. Semi-monthly. Tide Publishing Co. Inc., 232 Madison Ave., N. Y.

VARIETY. Weekly. Variety Inc., 154 W. 46th St., N. Y.

WASHINGTON RADIO LETTER. Weekly. National Press Bldg., Washington, D. C.

WORLD-RADIO. Weekly. British Broadcasting Corp., Broadcasting House, London. W1.

PERIODICALS: TECHNICAL

BELL LABORATORIES RECORD. Monthly. Bell Telephone Laboratories Inc. 463 West St., N. Y.

BELL SYSTEM TECHNICAL JOURNAL. Quarterly. American Telephone & Telegraph Co. 195 Broadway, N. Y.

BELL TELEPHONE QUARTERLY. Quarterly. American Telephone & Telegraph Co. 195 Broadway, N. Y.

BROADCAST NEWS. Four or five times a year. RCA Mfg. Co. Inc. Camden, N. J.

COMMUNICATIONS. Monthly. Bryan Davis Publishing Co. Inc. 19 E. 47th St., N. Y.

ELECTRICAL COMMUNICATION. Quarterly. International Standard Electric Corp. 67 Broad St., N. Y.

ELECTRICAL ENGINEERING. Monthly. American Institute of Electrical Engineers, 33 W. 39th St., N. Y.

ELECTRICAL AND RADIO WORLD TRADE NEWS. Three times a month. Electrical Division, U. S. Dept. of Commerce, Washington, D. C.

ELECTRONICS. Monthly. McGraw-Hill Publishing Co. Inc. 330 W. 42nd St., N. Y.

GENERAL RADIO EXPERIMENTER. Usually monthly. General Radio Co. 30 State St., Cambridge, Mass.

INTERNATIONAL SHORT WAVE RADIO. Monthly. International Short Wave Club. East Liverpool, O.

JOURNAL OF THE ACOUSTICAL SOCIETY OF AMERICA. Quarterly. American Institute of Physics, 175 Fifth Ave., N. Y.

JOURNAL OF THE INSTITUTION OF ELECTRICAL ENGINEERS. Monthly. E. and F. N. Spon Ltd., 57 Haymarket, London.

JOURNAL OF THE SOCIETY OF MOTION PICTURE ENGINEERS. Monthly. Soc. of Motion Picture Engineers. Hotel Pennsylvania, N. Y. C.

JOURNAL OF THE TELEVISION SOCIETY. 3 times a year. The Television Society, "Lynton" Newberry, Berkshire, England.

NATIONAL RADIO NEWS. Bi-monthly. National Radio Institute, Washington.

PICK-UPS. Quarterly. Western Electric Co. 195 Broadway, N. Y.

PROCEEDINGS OF THE INSTITUTE OF RADIO ENGINEERS. Monthly. Inst. of Radio Engineers Inc. 330 W. 42nd St., N. Y.

PROCEEDINGS OF THE RADIO CLUB OF AMERICA. Monthly. Radio Club of America Inc. 11 W. 42nd St., N. Y.

QST. Monthly. American Radio Relay League, Inc., West Hartford, Conn.

RCA REVIEW. Quarterly. RCA Institutes Technical Press. 75 Varick St., N. Y.

R. M. A. ENGINEER. Twice a year. Radio Manufacturers Assoc. Washington, D. C.

RADIO. Monthly. Radio, Ltd. 7460 Beverly Blvd., Los Angeles.

RADIO AMATEUR CALL BOOK MAGAZINE. Quarterly. Radio Amateur Call Book, Inc. 608 S. Dearborn St., Chicago.

RADIO & TELEVISION. Monthly. Popular Book Corp. 99 Hudson St., N. Y.

RADIO NEWS. Monthly. Ziff-Davis Pub. Co. 608 S. Dearborn St., Chicago.

RADIO PATENT SERVICE. Weekly. Radio Manufacturers Ass'n. 1317 F Street, N. W., Washington, D. C.

RADIO-CRAFT. Monthly. Radcraft Publications Inc. 99 Hudson St., N. Y.

REPORT OF RADIO RESEARCH IN JAPAN. National Research Council of Japan, Imperial Academy House, Ueno Park, Tokyo. 3 times a year. (In English)

SERVICE. A monthly digest of radio and allied maintenance. Monthly. Bryan Davis Publishing Co. Inc. 19 E. 47th St., N. Y.

TELEVISION AND SHORT-WAVE WORLD Monthly. Bernard Jones Publications Ltd. Chansitor House, 38, Chancery Lane, London. W. C. 2.

TELECOMMUNICATIONS REPORTS. Weekly. (News letter covering telephone and telegraph regulatory field.) National Press Bldg., Washington, D. C.

WIRELESS ENGINEER AND EXPERIMENTAL WIRELESS. Monthly. Iliffe & Sons Ltd. Dorset House, Stamford St., London. S. E. 1.

WIRELESS WORLD. Weekly. Iliffe & Sons Ltd. Dorset House, Stamford St., London. S. E. 1.

WIRELESS ENGINEER AND EXPERIMENTAL WIRELESS. Monthly. Iliffe & Sons Ltd. Dorset House, Stamford St., London, S.E. 1.

WIRELESS WORLD. Weekly. Iliffe & Sons Ltd. Dorset House, Stamford St., London, S.E. 1.

Gallup Survey of Radio Homes in the United States

As of January 1, 1938

Section	*Rural Farm*	*Rural Non-Farm*	*Urban*	*Total*	*% by Geographical Section*
New England Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut	103,853	325,311	1,486,427	1,915,591	92%
Mid-Atlantic New York, New Jersey, Pennsylvania, Delaware, Maryland, West Va.	433,421	1,145,260	5,047,931	6,626,612	88
East Central Ohio, Indiana, Illinois, Michigan	683,319	824,498	3,472,594	4,980,411	86
West Central Wisconsin, Minnesota, Iowa, Missouri, North Dakota, South Dakota, Kansas, Nebraska	1,012,430	706,257	1,553,000	3,271,687	79
South Virginia, Kentucky, Tennessee, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Arkansas, Louisiana, Texas, Okla.	1,194,710	1,076,357	2,051,576	4,322,643	52
Rocky Mountain. Colorado, Wyoming, Montana, Idaho, Nevada, Utah, New Mexico, Arizona	212,768	229,683	309,130	751,581	80
Pacific Coast California, Oregon, Washington	263,775	412,018	1,516,876	2,192,669	88
District of Columbia	------	------	145,522	145,522	
NATIONAL	3,904,276	4,719,384	15,583,056	24,206,716	
Pct. Radio Families By Groups	56%	78%	85%	**Nation**	**77%**

Publishers of Literature Pertaining to Broadcasting

A

ABINGDON PRESS—150 Fifth Ave., New York.

ADAMS, R. G., & Co.—15th Ave. and High St., Columbus, O.

ADVERTISING FEDERATION OF AMERICA—330 W. 42nd St., New York City.

AMERICAN ACADEMY OF POLITICAL AND SOCIAL SCIENCE—3457 Walnut St., Philadelphia.

AMERICAN ASSOCIATION FOR ADULT EDUCATION — 60 E. 42nd St., New York City.

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES — 420 Lexington Ave., New York City.

AMERICAN BAR ASSOCIATION—1140 N. Dearborn St., Chicago.

AMERICAN HISTORICAL SOCIETY Inc.—80-90 Eighth Ave., New York.

AMERICAN NEWSPAPER PUBLISHERS ASS'N—370 Lexington Ave., New York City.

AMERICAN RADIO RELAY LEAGUE, Inc.—West Hartford, Conn.

AMERICAN TECHNICAL SOCIETY — 850 E. 58th St., Chicago.

AMERICAN TELEPHONE & TELEGRAPH Co.—195 Broadway, New York City.

APPLETON, D.-CENTURY CO. Inc.—35 W. 32nd St., New York City.

ARCHER, DENIS, PUBLISHER—(Out of Business) Address: Associated Publishers Ltd., Paternoster House. 32-34 Paternoster Row, London, E. C. 4.

ASSOCIATED RADIO WRITERS Inc.—137 Newbury St., Boston.

ASSOCIATION OF NATIONAL ADVERTISERS, Inc.—330 W. 42nd St., New York City.

AUSTRALIAN RADIO PUBLICATIONS—Sydney, Australia.

B

BAKER-VOORHIS & Co.; 119 Fulton St., New York.

BLACK, A. & C., Ltd.—4-6 Soho Square, London W. 1.

BLACKIE & SON, Ltd.—17 Stanhope St., Glasgow, C. 4.

BLAKISTON'S, P. Son & Co., Inc.—1012 Walnut St., Philadelphia.

BOBBS-MERRILL Co.—724 N. Meridian St., Indianapolis, Ind.

BOOKNIGA Corp.—255 Fifth Ave., New York.

BROADCASTING PUBLICATIONS, Inc.—870 National Press Bldg., Washington, D. C.

THE BROOKINGS INSTITUTION — 722 Jackson Place, N. W., Washington, D. C.

WALTER P. BURN & ASSOCIATES—7 West 44th St., New York.

BUSINESS BOURSE — 80 W. 40th St., New York City.

C

CALDWELL-CLEMENTS, Inc.—480 Lexington Ave., New York City.

CALLAGHAN & Co.—401 E. Ohio St., Chicago.

CENTURY Co.—See D. Appleton-Century Co., Inc.

CHAPMAN & HALL, Ltd.—11 Henrietta St., Covent Garden, London, W. C. 2.

COLUMBIA UNIVERSITY PRESS—2960 Broadway, New York City.

COMMITTEE ON SCIENTIFIC AIDS TO LEARNING—41 East 42nd St., New York.

CORNELL-DUBILIER ELECTRIC Corp.—South Plainfield, N. J.

COVICI FRIEDE, Inc.—432 4th Ave., New York City.

CROSSLEY, Inc.—330 W. 42nd St., New York City.

D

DARTNELL CORP. — 4660 Ravenswood Ave., Chicago.

DE PAUL UNIVERSITY—Chicago, Ill.

DIAL PRESS Inc.—432 Fourth Ave., New York City.

DODGE PUBLISHING Co.—116 E. 16th St., New York City.

DOUBLEDAY, DORAN & Co. Inc.—14 W. 49th St., New York.

DUN & BRADSTREET, Inc.—290 Broadway, New York City.

E

EDITOR & PUBLISHER Co.—1475 Broadway, New York City.

EXPRESSION Co.—16 Harcourt St., Boston.

F

FARRAR & RINEHART, Inc.—232 Madison Ave., New York City.

G

GEORGE PEABODY COLLEGE FOR TEACHERS—Nashville, Tenn.

GOODHEART-WILLCOX Co., Inc.—2009 S. Michigan Ave., Chicago.

GREENBERG, PUBLISHER, Inc.—67 W. 44th St., New York City.

H

HARCOURT, BRACE & Co., Inc.—383 Madison Ave., New York City.

HARPER & BROTHERS—49 E. 33rd St., New York City.

HARRIS, R. T. ADVERTISING AGENCY—1014 First National Bank Building, Salt Lake City, Utah.

HENRY HOLT & CO., Inc.—257 4th Ave., New York City.

HOUGHTON MIFFLIN Co.—386 4th Ave., New York City.

I

INTERNATIONAL BROADCASTING Co., Ltd.—11 Hallam St., London, W. 1.

INTERNATIONAL BROADCASTING UNION—Geneva, Switzerland.

INTERNATIONAL INSTITUTE OF INTELLECTUAL CO-OPERATON — 2 rue de Montpensier, Palais-Royal, Paris.

J

JOINT COMMITTEE ON RADIO RESEARCH — 420 Lexington Ave., New York City.

K

KANSAS STATE COLLEGE—Manhattan, Kansas.

KEGAN PAUL, TRENCH, TRUBNER & Co., Ltd. — Broadway House, 68-74 Carter Lane, London E. C. 4.

KNIGHT PUBLICATIONS, Inc.—432-438 Fourth Ave., New York City.

L

LANE, JOHN, THE BODLEY HEAD, Ltd.—Vigo St., London, W. 1.

LEIGH, RANDOLPH, PUBLISHING Co.—725 15th St., N. W., Washington, D. C.

LEWIS, ADDISON, & ASSOCIATES — Foshay Tower, Minneapolis, Minn.

LIPPINCOTT, J. B., Co.—227-231 S. 6th St., Philadelphia.

LONGMANS, GREEN & CO.—114 Fifth Ave., New York City.

LOTHROP, LEE & SHEPARD Co.—381 4th Ave., New York City.

M

MACAULAY Co.—386 Fourth Ave., New York City.

McGRAW-HILL BOOK Co. Inc.—330 W. 42nd St., New York City.

McKITTRICK, GEORGE, & Co.—108 Fulton St., New York City.

MACMILLAN Co. — 60 Fifth Ave., New York City.

MANTHORNE, G. C. & Co.—Publications acquired by: Manthorne & Burack, Inc. Publishers, 8 Arlington St., Boston.

METROPOLITAN LIFE INSURANCE Co.—1 Madison Ave., New York City.

MORROW, WILLIAM & Co.—386 Fourth Ave., New York.

N

NATIONAL ADVISORY COUNCIL ON RADIO IN EDUCATION, nc.—60 E. 42nd St., New York City.

NATIONAL ASSOCIATION OF BROADCASTERS—National Press Bldg., Washington, D. C.

NATIONAL COMMITTEE ON EDUCATION BY RADIO — 1 Madison Ave., New York City.

NATIONAL LAW BOOK Co. Inc.—Insurance Building, Washington, D. C.

NATIONAL REGISTER PUBLISHING Co.—330 West 42nd St., New York City.

NATONAL RETAIL DRY GOODS ASS'N—101 W. 31st St., New York City.

NELSON, THOMAS, & SONS, Ltd.—381-385 Fourth Ave., New York City.

O

OHIO STATE UNIVERSITY—University Press, Columbus, O.

OPEN ROAD FOR BOYS—Chanin Bldg., 122 E. 42nd St., New York City.

OXFORD UNIVERSITY PRESS — 114 Fifth Ave., New York City.

P

PAGE, L. C., & Co.—53 Beacon St., Boston.

PITMAN, SIR ISAAC, & SONS, Ltd.—Pitman House. Kingsway, London, W. C. 2 or: Pitman Publishing Corp. 2-6 W. 45th St., New York City.

PLIMPTON PRESS—Norwood, Mass.

PRENTICE-HALL, Inc.—70 Fifth Ave., New York City.

PRESS BUREAU, Inc.—143 E. 62nd St., New York City.

PUBLISHERS' INFORMATION BUREAU, Inc.—799 Broadway, New York City.

Q

QUARTERLY JOURNAL OF SPEECH—Ann Arbor, Mich.

R

RCA INSTITUTES TECHNICAL PRESS—75 Varick St., New York City.

RADIO Ltd.—7460 Beverly Blvd., Los Angeles.

RAMSEY PUB. Co.—Bloomington, Ind.

RODIN PUBLISHING Co., Inc.—205 W. 57th St., New York City.

RONALD PRESS Co.—15 East 26th St., New York.

S

SCRIBNER'S, CHARLES, SONS — 597 Fifth Ave., New York City.

SELWYN & BLOUNT Ltd.—Paternoster House, 34 Paternoster Row, London E. C. 4.

SHAW, A. W., Co.—Publications acquired by: McGraw-Hill Book Co.

SHERWOOD PRESS, Inc. — Box 552, Edgewater Branch, Cleveland.

STANDARD RATE AND DATA SERVICE—333 N. Michigan Ave., Chicago.

STOKES, FREDERICK A., Co.—443-449 Fourth Ave., New York City.

U

UNIVERSITY OF CHICAGO PRESS—5750 Ellis Ave., Hyde Park Station, Chicago.

UNIVERSITY OF MAINE—Orono, Maine.

UNIVERSITY OF PENNSYLVANIA—Philadelphia, Pa.

UNIVERSITY TUTORIAL PRESS Ltd.—25 High St., St. Giles's, London, W. C. 2.

V

VAN NOSTRAND, D., Co. Inc. — 250 Fourth Ave., New York City.

VANGUARD PRESS, Inc.—424 Madison Ave., New York City.

VARIETY, Inc.—154 W. 46th St., New York City.

W

WEBB BOOK PUBLISHING Co. — 55-79 E. 10th St., St. Paul, Minn.

WEST PUBLISHING Co. — 50 Kellogg Blvd., St. Paul, Minn.

WILEY, JOHN, & SONS, Inc. — 440 Fourth Ave., New York City.

WILSON, H. W., Co.—950-972 University Ave., New York City.

RUFUS H.

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909 E STREET N. W.   WASHINGTON, D. C.

MAGAZINES-PERIODICALS-BROCHURES-FOLDERS-BRIEFS

A Chronology of
THE DEVELOPMENT OF RADIO AND BROADCASTING

640 B. C.—Thales of Miletus observed that amber after being rubbed acquired the electric property of attracting straws.

1650—Otto von Guericke invented the air pump and the first frictional electric machine.

1654—Robert Boyle observed that electric attraction may take place through a vacuum.

1676—Olaus Roemer discovered that light travels at a finite velocity.

1725—Stephen Gray discovered electrical conduction; he observed that electricity could be carried more than 500 feet along a hemp thread.

1733—Dufay noted that sealing wax rubbed with cat's fur was electrified, but the electrical effect was different from that produced by rubbing a glass rod with the fur. He named one "vitreous" and the other "resinous". The terms "positive" and "negative" were later introduced by Benjamin Franklin.

1745—The principle of the electrostatic condenser was discovered by Musschenbroeck of Leyden.

1749—Benjamin Franklin proved by means of his historic kite experiment in a thunder storm that lightning is an electrical phenomenon.

1780—Luigi Galvani discovered "animal" electricity or "galvanic" electricity as it was later called.

1794—Allessandro Volta invented the voltaic cell.

1825—Georg Ohm propounded the law named for him—Ohms Law.

1827—The term "microphone" was coined by Sir Charles Wheatstone as the name of an acoustic device he built to amplify feeble sounds.

1831—Michael Faraday formulated the laws of electromagnetic induction, paving the way for the magneto and dynamo.

1831—Joseph Henry, of Princeton, N. J., discovered self-induction improved the electromagnet to lift 3,000 pounds and made the first electric bell.

1832—The idea of telegraphing was discussed by Samuel F. B. Morse.

1838—Professor K. A. Steinheil, of Munich, discovered the use of the earth-return later utilized in telegraph, telephone and wireless.

1847—Thomas Alva Edison was born on February 11 at Milan, O.

1849—John Ambrose Fleming was born on Nov. 29 in England.

1858—The first transatlantic cable was opened (August 16) with an exchange of greeting between President Buchanan and Queen Victoria.

1861—Philip Reis, of Germany, built a make-and-break platinum contact microphone with which musical sounds but not speech could be transmitted.

1865—An induction machine was constructed by Wilhelm Theodor Holtz.

1867—James Clerk Maxwell, of Cambridge University, outlined theoretically and predicted the action of electromagnetic waves.

1872—The first patent for a system of wireless telegraphy was granted on July 30 in the United States to Dr. Mahlon Loomis, of Washington, D. C. His drawing illustrated how setting up "disturbances in the atmosphere would cause electric waves to travel through the atmosphere and ground".

1874—Guglielmo Marconi was born at Bologna, Italy, April 25.

1875—The telephone was invented by Alexander Graham Bell.

1875—Thomas Alva Edison noted a strange electrical phenomenon he called "etheric force".

1877—Emile Berliner, of Washington, D. C., noted that the resistance of a loose electrical contact varies with pressure; he applied the principle to the design of a microphone.

1877—Edison patented the button or solid carbon type of voice transmitter for the telephone.

1878—Francis Blake designed a telephone transmitter employing a block of hard carbon and a vibrating diaphragm.

1878—Hughes, of London, built a sensitive inertia transmitter for the telephone and revived the name "microphone". He discovered the phenomena upon which the action of the coherer depends.

1880—J. and P. Curie, of France, discovered the piezo-electric effect of crystals.

1882—Professor Amos Dolbear, of Tufts College, was granted a United States patent (March) for a system of wireless telegraphy or as he stated, "electrical communication between two points certainly more than one-half mile apart".

1883—Edison discovered "the Edison effect", a phenomenon occurring inside an incandescent lamp. He observed that an electric current could be made to pass through the space between a heated filament and an adjacent cold metallic plate.

1884—Paul Nipkow, of Berlin, invented a scanning disk by means of which he hoped to send pictures over wires; it was later used in television.

1885—Edison developed an induction system of communication for use between railroad stations and trains. (Marconi Wireless Telegraph Co. purchased the patent in 1903.)

1885—Sir William Preece in England demonstrated that telephonic speech could be sent 440 yards by induction.

1886—Dolbear patented a wireless system employing two elevated insulated metallic plates.

1886—Professor Heinrich Hertz, German physicist, proved experimentally that electromagnetic waves as predicted by Maxwell could actually be sent through space with the speed of light. He demonstrated with the famous Hertz oscillator.

1890—Professor Edouard Branly, of Paris, developed the coherer as a detector of electromagnetic waves.

1890—C. Francis Jenkins, of Washington, D. C., began a search for new devices needed for success of Nipkow disk as a television scanner.

1891—Nikola Tesla experimented with high frequency currents and discovered the principle of the rotary magnetic field. He applied it in practical form to the development of the induction motor.

1892—Sir William Preece signaled between two points on the Bristol Channel by a system that employed both the principles of induction and conduction.

1892—Sir Willam Crookes predicted wireless telegraphy without wires would soon be possible.

1894—Sir Oliver Lodge at the British Association meeting demonstrated the efficiency of the Branly coherer as a detector of electromagnetic waves up to 150 yards.

1895—Guglielmo Marconi sent and received his first wireless signals across his father's estate at Bologna, Italy.

1896—Marconi filed application for the first British patent on wireless telegraphy. He sent signals across two miles at Salisbury Plain, England.

1897—Marconi receiving on a tug boat picked up wireless messages from Needles on the Isle of Wight, 18 miles distant.

1897—The Wireless Telegraph and Signal Co., Ltd., was incorporated in England as the first commercial organization of its kind (July). The name was changed to Marconi Wireless Telegraph Co., Ltd., in 1900.

1898—The first paid wireless messages were sent (June 3) from Needles, Isle of Wight.

1898 (July 20)—Marconi wireless reported the Kingstown regatta off Irish coast to Dublin newspaper from aboard the *SS Flying Huntress.*

1899 (March 27)—Marconi flashed the first wireless signals across the English Channel.

1899 (April 28)—*Steamer R. F. Mathews* collided with the East Goodwin Sands Lightship and sent the first wireless call for assistance.

1899 (April)—Wireless communication was established by the U. S. Army Signal Corps between Fire Island and Fire Island Lightship, a distance of 12 miles.

1899 (July)—Three British warships exchanged wireless messages at sea across 75 miles.

1900—Sir Oliver Heaviside and Professor Arthur E. Kennelly, of Harvard, suggested the theory of a "radio ceiling" now referred to as the Heaviside surface, a conducting medium that reflects radio waves from the upper levels of the atmosphere.

1900 (Feb. 18)—Germany's first commercial wireless station was opened on Borkum Island.

1900 (Feb. 28)—*S. S. Kaiser Wilhelm der Grosse* left port as the first seagoing passenger ship equipped with wireless service.

1900—Marconi filed application for his first historic patent No. 7777 covering a "tuned" or synchronized wireless system.

1900 (Nov. 2)—Belgium's first wireless station was installed at Lapanne.

1901 (Jan. 1)—The bark *Medora* was reported by wireless to be waterlogged on Ratel Bank and assistance was sent.

1901 (Feb. 11)—Marconi established wireless communication between Niton, Isle of Wight, and the Lizard station, 196 miles apart.

1901 (March)—Wireless service for the public was established between the five main islands of the Hawaiian group.

1901 (Sept. 28)—Professor Reginald Fessenden applied for a United States patent for radio-telephony utilizing an alternating current generator having a frequency of 50,000 cycles per second.

1901 (Dec. 12)—Marconi at Newfoundland intercepted the first transatlantic signal, the letter "S", transmitted from Poldhu, England.

1902 (Feb.)—Marconi on *S. S. Philadelphia* picked up messages from Poldhu, 2,099 miles distant.

1902 (June 25)—Marconi introduced the magnetic detector and conducted tests on board the Italian cruiser *Carlo Alberto.*

1902—Professor Reginald A. Fessenden introduced the electrolytic detector.

1902 (Dec. 17)—Marconi sent first west-east transatlantic wireless messages from Glace Bay to England.

1903—Electric arc transmitter as a means of propagating wireless waves was introduced by Valdemar Poulsen and William Duddell.

1903—President Theodore Roosevelt and King Edward of England exchanged greetings by wireless between Cape Cod and Poldhu.

1903—First ocean daily "newspaper" was printed on board *S. S. Campania*, with news supplied by wireless.

1903 (Aug. 4)—First International Radiotelegraphic Conference was held at Berlin.

1904 (Feb. 1)—CQD was adopted as the wireless distress call by the Marconi Company.

1904—Professor John Ambrose Fleming, of England, invented the two-element thermionic valve detector.

1904 (Aug. 15)—Great Britain passed a Wireless Telegraph Act.

1904—Wireless apparatus was featured at the St. Louis World's Fair.

1905—The *New York Times* received eyewitness wireless bulletins of naval battle off Port Arthur in Russo-Japanese war.

1906—E. Bellini and A. Tosi, of Italy, pioneered in radio direction-finder research.

1906—Telefunken arc system of wireless was introduced in Germany and covered 25 miles.

1906—Dr. Lee de Forest invented the audion, a three-element vacuum tube, having a filament, plate and grid.

1906—Dunwoody discovered the rectifying properties of carborundum crystals and Greenleaf Pickard noted similar properties of silicon, replacing coherer as a detector of wireless waves.

1907 (Oct. 17)—Commercial wireless service was inaugurated between Clifden, Ireland, and Glace Bay, Nova Scotia.

1908 (Feb. 2)—*S.S. St. Cuthbert* afire off Sable Island was sighted by steamer *Cymric* from which a newspaper correspondent sent story by wireless to the *New York Times* and *Chicago Tribune.*

1908 (Feb. 3)—Marconi transatlantic wireless stations were opened to the public for transmission and reception of Marconigrams between England and Canada.

1908—International Radio Telegraphic Conference at Berlin suggested SOS as wireless distress call instead of CQD.

1909 (Jan. 23)—*S.S. Republic* collided with *S.S. Florida* off New York harbor, and Jack Binns, *Republic* wireless operator, flashed CQD that summoned rescuers proving the value of Marconi apparatus in time of disaster at sea.

1909—Marconi was awarded the Nobel Prize in physics.

1910 (Jan. 13)—Enrico Caruso and Emmy Destinn singing backstage of the Metropolitan Opera House, broadcast through De Forest radiophone and were heard by operator on *S.S. Avon* at sea and by wireless amateurs in Connecticut.

1910—Marconi flashed wireless messages from Ireland to Buenos Aires.

1910 — *S.S. Principessa Mafalda* intercepted messages from Clifden, Ireland, 4,000 miles by day and 6,700 miles at night.

1910 (Apr. 23)—Marconi transatlantic America-Europe service opened.

1910 (June 24)—United States approved an Act requiring certain passenger ships to carry wireless equipment and operators.

1911 (July 1)—Department of Commerce organized a radio division to enforce the wireless act of June 24, 1910.

1911—Radiotelephony spanned 350 miles between Nauen, Germany, and Vienna, Austria.

1912—Frederick A. Kolster, of Bureau of Standards, developed a decremeter to make direct measurements of wireless waves.

1912—United Wireless Co. absorbed by American Marconi Co.

1912 (Feb.)—Marconi Company acquired the Bellini-Tosi patents, including the direction finder.

1912 (April 14)—*S.S. Titanic* disaster proved the value of wireless at sea; 705 lives were saved. Jack Phillips and Harold Bride were the wireless men.

1912—United States Naval radio station, NAA, opened at Arlington, Va.

1912 (July 5)—International Radio Telegraphic Conference in London approved regulations to secure uniformity of practice in radio communication service.

1912 (July 23)—An Act was approved by the United States extending the Act of June 24, 1910, to cover cargo vessels and required auxiliary source of power, efficient communication between wireless room and bridge, and two or more skilled wireless operators in charge of apparatus on certain passenger ships.

1912 (Aug. 13)—United States approved Act licensing wireless operators and transmitting stations, including amateurs.

1913 (June)—Radio Telegraph Act of Canada was passed by Parliament.

1913—Station POZ, Nauen, Germany, flashed a message 1,550 miles.

1913 (Sept.)—Prince Albert, ruler of the principality of Monaco, steamed into New York harbor on his yacht *Hirondelle* equipped with a wireless piano heard by amateurs as far distant as the Great Lakes.

1913 (Oct. 11)—*S.S. Volturno* afire at sea flashed an SOS and ten ships rushed to her side.

1913 (Nov. 12)—Safety at Sea Conference was held in London; wireless received major consideration.

1913 (Nov. 24)—Tests of wireless were conducted on Delaware, Lackawanna & Western Railroad between Hoboken and Buffalo.

1914—Direct communication was established between WSL, Sayville, L. I., and POZ, Nauen, Germany; also between Tuckerton, N. J., and Elvise.

1914 (Sept. 24)—California-Honolulu wireless service was opened by Marconi Wireless Telegraph Company of America.

1914—Validity and priority of Marconi's patents were upheld in the United States District Court, Eastern District of New York, in a decision handed down by Judge Van Vechten Veeder.

1914—Nauen, Germany, flashes warning to *Kronprinzessin Cecile*, 850 miles off the Irish Coast, to rush to a neutral port with its cargo of $10,000,000 in gold. The ship anchored at Bar Harbor a few days later.

1914 (Oct. 6)—Edwin H. Armstrong was granted a patent on the regenerative or feed-back circuit.

1915 (May 22)—Marconi sailing from New York to Rome, summoned by the King because of Italy's entry into World War predicted "visible telephony".

1915—Radio compass was developed by Dr. F. A. Kolster of U. S. Bureau of Standards.

1915 (July 27)—Wireless communication was established between United States and Japan through relay via Honolulu.

1915 (July 28)—Radio telephone successful between Arlington, Va., and Paris, 3,700 miles away. Hawaii also heard the voices in these tests conducted by American Telephone & Telegraph Company.

1916 (Nov. 5) — President Wilson and Mikado of Japan exchanged radiograms at opening of transpacific circuit.

1916 (Nov.)—De Forest experimental radiophone station was opened at High Bridge, N. Y.

1916 (Nov.)—Station 2ZK, New Rochelle, N. Y., operated by George C. Cannon and Charles V. Logwood broadcast music between 9 and 10 p. m., daily except Sunday.

1917—Dr. E. F. W. Alexanderson designed a 200-kilowatt high frequency alternator, facilitating world-wide wireless.

1918—A. Hoxie, General Electric engineer, installed a high-speed wireless recorder to copy messages from France at Otter Cliffs, Maine.

1918 (April) — A high power station LCM, was opened at Stavanger, Norway.

1918—Between 2,500 and 3,000 vessels in British Merchant Marine were now equipped with wireless transmitters and receivers.

1918 (July 31)—United States Government took over all wireless land stations in the country, with exception of a few high power transmitters remaining under control of commercial organizations.

1918 (Sept. 22)—Wireless messages from Carnarvon, Wales, were heard at Sydney, Australia, 12,000 miles distant.

1918 (Nov.)—Signing of the Armistice ending World War was announced by wireless flashes from Germany and France.

1919—The vacuum tube highly developed by World War necessities began to replace the old spark and arc transmitters.

1919—President Wilson on way to Peace Conference in Paris maintained contact with America by wireless from *S.S. George Washington*.

1919—U. S. Navy's flying NC-boats used radio and direction finders on historic transatlantic flight.

1919 (Aug. 24) — United States Signal Corps broadcast service of Trinity Church at Third and D Streets, Washington, D. C.

1919—British dirigible R-34 crossed Atlantic equipped with a vacuum tube transmitter.

1919—England and Canada linked by vacuum tube radiophone transmitters.

1919—President Wilson returning from Peace Conference on board *S.S. George Washington*, addressed the crew on July 4 and an attempt was made to broadcast his speech to shore, but was unsuccessful.

1919—Radio Corporation of America was organized, acquiring the interests of the Marconi Wireless Telegraph Company of America and radio activities of the General Electric Company in plans for an American worldwide radio system.

1919—Establishment of U. S. Naval Shore Radio Compass System with 33 stations along Atlantic Coast after tests by *U.S.S. Chicago;* project suggested to navy by Lieut. Comdr. Thomas Appleby in 1918; first system of kind in world.

1920 (Feb. 29)—United States government returned the high power stations under its control during the World War, and the first commercial long distance radio communication between the United States and foreign countries was inaugurated by the Radio Corporation of America.

1920—A tract of land covering ten square miles was acquired at Rocky Point and Riverhead, L. I., for the construction of a Radio Central conceived for worldwide communication under direction of RCA.

1920—Installation of 200-kilowatt Alexanderson high frequency alternators for international communication began at Bolinas, Calif., Marion, Mass., and Kahuku, Hawaii.

1920 (Aug. 20)—Station WWJ, Detroit, owned by *Detroit News*, operated a radiophone. (Regular broadcasting license issued Oct. 13, 1921.)

1920 (Nov. 2)—Radio broadcasting begins with KDKA, Pittsburgh (Westinghouse Co.), sending out the Harding-Cox election returns.

1921—President Harding formally opens Radio Central on Long Island addressing a radiogram to all nations.

1921—Paul Godley, American amateur at Androssan, Scotland, intercepted 27 American radio amateurs using power outputs ranging from 50 to 1,000 watts.

1921 — Alexanderson's 200-kilowatt alternator system installed at Tuckerton, N. J.

1921 (July 2)—Dempsey-Carpentier fight was broadcast from Boyle's Thirty Acres in Jersey City through a temporarily installed transmitter at Hoboken, N. J. Major J. Andrew White was the announcer. This event gave broadcasting a tremendous boost.

1921—Nobel Prize for physics awarded Professor Edouard Branly for his radio research work and invention of coherer.

1921 (Aug. 30)—American Radio Relay League held its first annual convention at Chicago.

1921 (Sept. 27)—Station WBZ went on the air at Springfield, Mass.

1921 (Oct. 1) — Station WJZ officially opened at Newark, N. J., as first regular broadcaster in metropolitan area featuring World Series bulletins.

1921 (Nov. 11)—President Harding's address at burial of the Unknown Soldier at Arlington was broadcast.

1921 (Nov. 11)—Station KYW was introduced on the air at Chicago by Westinghouse Co.

1921 (Dec. 15)—Station WDY opened at Roselle Park, N. J. (Remained on the air as a broadcaster until merged with WJZ).

1922—Two-way radio conversation, first of its kind, was established between Deal Beach, N. J., and *S. S. America* 400 miles at sea.

1922 (Feb. 20)—Station WGY, Schenectady, went on the air.

1922 (Feb. 27)—First annual Radio Conference relating to broadcasting was held at Washington, D. C., at call of Secretary of Commerce Herbert Hoover.

1922 (June)—Marconi came to America in his yacht *Elettra* and at a meeting of the Institute of Radio Engineers demonstrated his short wave radio beam and reflectors.

1922 (July 25)—The American Telephone & Telegraph Company abandoned its broadcasting station WBAY.

1922 (Aug. 16)—Station WEAF went on the air atop the Western Electric Bldg., West Street, New York.

1922—The superheterodyne as a broadcast receiver was demonstrated by its inventor, Edwin H. Armstrong.

1922 (Sept. 7) — Station WEAF, New York, broadcast the first commercially sponsored program of the Queensborough Corporation, a real estate organization.

1922 (Oct. 25)—High-powered vacuum tube transmitters for the first time handled traffic between New York, England and Germany.

1922 (Oct. 28)—Princeton-Chicago football game went on the air as the first broadcast from the gridiron.

1922 (Nov. 11)—Remote control pickup of opera *Aida* at the Kingsbridge Armory, New York, was the first program of its kind.

1922 (Nov. 22)—The New York Philharmonic Orchestra broadcast for the first time.

1922—Development of a 20-kilowatt vacuum tube for transmitters was announced by Dr. Irving Langmuir, Schenectady.

1923 (Jan. 4)—The first "chain" broadcast featured a telephone tieup between WEAF, New York, and WNAC, Boston.

1923 (March)—Invention of the neutrodyne circuit was described by Professor L. A. Hazeltine, at Radio Club of America.

1923—A picture of President Harding was sent by the C. Francis Jenkins television system between Washington and Philadelphia.

1923 (March 4)—Station KDPM, Cleveland, O., picked up short waves from KDKA, Pittsburgh, and presented the first rebroadcast program.

1923 (March 20)—Second Annual Radio Conference was held at Washington, D. C., to discuss broadcasting problems.

1923 (May 15) — Station WJZ moved from Newark, N. J., to Aeolian Hall on 42nd Street, New York.

1923 (June)—The first multiple station hookup by wire featured WEAF, New York; WGY, Schenectady; KDKA, Pittsburgh, and KYW, Chicago.

1923—President Warren G. Harding spoke from St. Louis as he began a western tour and three stations were in the network—WJZ, New York; WCAP, Washington, and KSD, St. Louis.

1923 (Aug. 1)—Station WRC was opened at Washington, D. C., by Radio Corporation of America.

1923 (Nov. 11)—Woodrow Wilson's Armistice Day address, his only public address after retiring from the White House, was broadcast by WEAF, New York.

1923 (Dec. 4) — Opening of Congress broadcast for first time.

1924 (Jan. 9)—Station KGO, Oakland, Cal.., made its debut on the air, owned by General Electric.

1924 (Feb. 5)—English listeners heard a program short-waved from KDKA rebroadcast for first time in London.

1924 (Feb. 6)—Woodrow Wilson's funeral services at National Cathedral, Washington, D. C., broadcast with WEAF as New York outlet.

1924 (Feb. 23)—Calcutta, India, eavesdropped on a KDKA program rebroadcast from London.

1924 (May 30)—Marconi utilizing short waves talks by radiophone from his yacht *Elettra* off England to Australia.

1924—National Republican convention at Cleveland and National Democratic convention at New York were broadcast for first time over nation-wide networks.

1924 (July)—British government through arrangements with Marconi Company announced plans to link the Empire by a beam radio system.

1924 — Marconi described his shortwave beam system in a lecture before the Royal Society of Arts in London.

1924 (Sept.)—Marconi on his yacht used the 32-meter wave for a radiophone conversation with Syria, 2,100 miles away.

1924 (Oct.)—Equipped with wireless the *Zeppelin ZR-3* (later renamed *Los Angeles*) crossed the Atlantic.

1924 (Oct.)—Third National Radio Conference pertaining to broadcasting was held in Washington, D. C.

1924 (Oct. 11)—Cape Town, Africa, intercepted a program from KDKA with sufficient strength to rebroadcast.

1924 (Nov. 30) — Facsimile radio from London to New York carried pictures of President Coolidge, Prince of Wales and Premier Stanley Baldwin across Atlantic in 20 minutes, using the Ranger System.

1924—Station WJZ rebroadcast first international program relayed on 1,600 meter wave from Coventry, England, to Houlton, Me., from where it was fed by wire lines to the New York transmitter.

1924 (Dec. 15)—Station KOA, Denver, Colo., went on the air, owned by General Electric Co.,

1925—Commercial companies applied for short wave licenses as transatlantic traffic was shifted more and more from long waves to 20 to 105 meters.

1925—Development of high power broadcast transmitters lead to moving of stations to suburbs or sections some distance from metropolitan areas. KDKA, Pittsburgh, and WGY, Schenectady, tested 50-kilowatt installations.

1925—Coolidge inaugural was broadcast by 24 stations in transcontinental network.

1925 (April)—John Logie Baird, Scottish television experimenter, demonstrated radio shadowgraphs at Selfridge store in London.

1925 (May 7)—Photoradio developed by Capt. R. H. Ranger of RCA, transmitted facsimile messages, maps and pictures from New York to Honolulu.

1925—Stations WJZ, New York, and WRC, Washington, rebroadcast for the first time the gong of Big Ben atop the House of Parliament, London, as it struck midnight.

1925—Alternating current tubes were introduced, making possible the all-electric receiver for the home.

1925—Heaviside-Kennelly theory of the so-called "radio mirror" was confirmed by the United States Radio Research Laboratories, Bellevue, D. C.

1926 (Jan. 1) — John McCormack and Lucrezia Bori made their radio debuts over WJZ in a broadcast that inspired other artists of distinction to go on the air.

1926 — *S.S. Antinoe* in distress at sea flashed an SOS and the *S.S. President Roosevelt* rushed to the aid through a blinding blizzard guided to the scene by a radio compass.

1926 (Feb. 23)—President Coolidge signed the Dill-White Radio Bill, that created the Federal Radio Commission and ended chaos caused by a wild growth of broadcasting.

1926 (April 20)—Picturegram of a check was flashed by photoradio from London to New York where it was honored and cashed.

1926 (May)—Richard E. Byrd and Floyd Bennett in plane *Josephine Ford* flew over North Pole from Spitzbergen equipped with a short-wave transmitter to contact the base.

1926 (May)—Dirigible *Norge* soared across the Arctic and broadcast the first messages direct from the North Pole.

1926 (Sept. 23)—Dempsey-Tunney fight was broadcast to all parts of the world with Major J. Andrew White announcing.

1926—World Series was broadcast for the first time by WJZ's nationwide hookup.

1926 (Nov. 1) — National Broadcasting Company was organized, with WEAF and WJZ as key stations and Merlin Hall Aylesworth, as president. Headquarters were established at 711 Fifth Ave., New York.

1926 (Dec. 15)—Dr. E. F. W. Alexanderson demonstrated his multiple light-brush television system and projector at St. Louis.

1927 (Jan. 1)—The first regularly established coast-to-coast hookup requiring 4,000 miles of wire was used to broadcast football game in Bowl of Roses, Pasadena, Cal.

1927 (Jan. 7)—Radiotelephone circuit or "talk-bridge" of American Telephone & Telegraph Co. was opened between New York and London with Adolph S. Ochs, publisher of the *New York Times*, talking with Geoffrey Dawson, editor of the *London Times*.

1927 (Jan. 21) — First coast-to-coast broadcast of an opera featured Faust from the Chicago Civic Opera Auditorium.

1927 (Feb. 22)—First coast-to-coast Presidential broadcast from the floor of Congress featured Calvin Coolidge's Washington Birthday address at joint session of Congress.

1927 (March 2)—Federal Radio Commission appointed by President Coolidge: Rear Admiral W. H. G. Bullard, John F. Dillon, Judge E. O. Sykes, O. H. Caldwell and Henry A. Bellows.

1927 (April 7)—Wire television was demonstrated between Washington and New York, and radio-vision between Whippany, N. J., and New York, by Bell Telephone Laboratories.

1927—Arrival of Charles A Lindbergh in United States after his historic flight to Paris was broadcast by largest network of stations ever assembled up to this time.

1927 (Sept. 18) — Columbia Broadcasting System went on the air with a basic network of 16 stations. Major J. Andrew White was president.

1927 (Oct. 17)—Marconi in lecture at Institute of Radio Engineers in New York predicted that short waves were destined to play a vital role in television.

1927 (Dec. 30)—Radiomarine Corporation of America was organized to operate a radio service for ships at sea.

1928 (Feb. 8)—John L. Baird televised Mrs. Mia Howe in London and the image was seen at Hartsdale, N. Y., as the first transatlantic television.

1928 (March 7)—Passengers on *S.S. Berengaria* saw face of Dora Selvy televised by John L. Baird 1,000 miles away in London.

1928 (July 12) — Television of outdoor scenes without the use of artificial lights was demonstrated by the Bell Telephone Laboratories.

1928 (Aug. 11) — Herbert Hoover was officially notified of his nomination for the presidency while 107 stations were linked with the microphones at Palo Alto, Cal.

1928 (Sept. 11)—*The Queen's Messenger*, a one-act melodrama, was televised at "The House of Magic", Schenectady, N. Y.

1929 (Jan. 3)—William S. Paley elected President of the Columbia Broadcasting System.

1929 (Feb. 1)—Band concert in Queens Hall, London, was broadcast in the United States as the first scheduled international rebroadcast.

1929 (June)—Westminster Abbey Thanksgiving service for recovery of King George was rebroadcast in the United States.

1929—Screen grid tubes were developed for radio receiving sets.

1929 (June 27)—Television in color was demonstrated by the Bell Telephone Laboratories by wire from one end of a room to the other.

1929 (Aug. 15)—Brokerage offices were established on several ocean liners supplied Wall Street service by wireless.

1929 (Nov. 18)—Dr. V. K. Zworykin demonstrated his kinescope or cathode ray television receiver before a meeting of the Institute of Radio Engineers at Rochester, N. Y.

1929 (Nov. 29)—A short wave flash from Little America, Antarctica, announced that Byrd and several companions had flown over the South Pole.

1929 (Dec. 20)—First international program from Germany was rebroadcast in the United States.

1929 (Dec. 25)—Christmas Day was celebrated for the first time by an international exchange of radio programs between the United States, England, Germany and Holland.

1930 (Jan. 1)—King George V welcomed delegates to the London Naval Conference and was heard in his first worldwide broadcast.

1930 (March 11)—Arrival of Byrd Antarctic Expedition at Dunedin, New Zealand, and two-way conversation between members of the expedition and friends in New York heard in a rebroadcast throughout the United States.

1930 (April 9)—Two-way wire television in which speakers at the ends of a 3-mile circuit saw each other as they conversed was demonstrated by the Bell Telephone Laboratories.

1930—The pentode tubes for radio receivers were introduced.

1930 (May 22)—Dr. E. F. W. Alexanderson demonstrated television on a 6-foot screen in Proctor's Theater, Schenectady.

1930 (June) — *S.S. America* off Fastnet Island, approximately 3,000 miles from New York, intercepted facsimile messages from the United States.

1930 (June)—Plans were announced for a $250,000,000 Radio City to be built on Manhattan Island.

1930 (June 10)—John Hays Hammond Jr. announced his invention of a television eye for airplanes enabling pilots to "see" through fog and darkness to make safe landings.

1930 (June 30) — First round-the-world broadcast, Schenectady to Holland, relayed to Java, Australia, and back to point of origin in less than a second.

1930 (July 30) — Experimental television transmitter W2XBS opened by National Broadcasting Company in New York.

1930 (Dec. 6)—Direct radio communication established between the United States and China by opening of San Francisco-Shanghai circuit.

1930 (Dec. 25)—Premier Hamaguchi, of Japan, was heard in first American rebroadcast from the Orient.

1931 (Jan. 1) — Premier Mussolini of Italy, speaking over short waves from Rome was heard for the first time by American radio audience.

1931 (Jan. 11) — Caesium photoelectric cells designed to "see red" were introduced by the Bell Telephone Laboratories to clarify television images.

1931 (Feb. 12)—Pope Pius XI addressed the world in an international broadcast inaugurating the Vatican City station HVJ, marking the first time the Pope's voice was heard in America.

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XUM

CHRONOLOGY OF THE DEVELOPMENT OF RADIO

(Continued from page 381)

1931 (March 31) — Micro-rays (18 cm.) carried voices across the English Channel between Dover and Calais.

1931 (April 26) — Television station W2XCR went on the air in New York.

1931 (June 3)—English Derby was televised for the first time by John L. Baird at Epsom Downs.

1931 (June) — Empire State Building, world's highest skyscraper, was selected as the site for an RCA television station using ultra-short waves.

1931 (July 21) — Experimental television station W2XAB opened by Columbia Broadcasting System in New York.

1931 (Aug. 21)—Vienna Philharmonic Orchestra was heard in its first American rebroadcast by WJZ.

1931 (Sept. 13)—Mahatma Gandhi, "India's man of destiny", explained the political plight in an American rebroadcast from London.

1931 (Sept. 24)—U. A. Sanabria demonstrated television on a 10-foot screen at the Radio-Electrical World's Fair in New York.

1931 (Oct. 15)—BROADCASTING Magazine founded as trade publication of radio broadcasting industry.

1931 (Dec. 12)—Fifteen nations and insular possessions participated in worldwide tribute to Marconi on thirtieth anniversary of first transatlantic signal.

1931 (Dec. 25)—*Hansel and Gretel* was broadcast from the Metropolitan Opera House as the first radio presentation from the stage of that institution. The combined networks of WEAF and WJZ were linked with the microphone.

1932 (Feb. 22)—International tributes to George Washington on bicentennial of his birth were heard throughout the United States by radio.

1932 (March)—Radio broadcasting facilities were mobilized to aid in search for kidnappers of Charles A Lindbergh Jr., to flash news bulletins and to appeal to the kidnappers.

1932 (March 13) — German Presidential election returns—Paul von Hindenburg vs. Adolph Hitler—were rebroadcast in the United States.

1932 (May 14)—Numerous cities and ships at sea joined in radio tributes to Samuel F. B. Morse, inventor of the telegraph.

1932 (May 23)—Four stations were linked together by wires in Cuba to form the island's first broadcasting network.

1932 (June)—Republican and Democratic National conventions were broadcast, coast-to-coast.

1932 (Aug. 17)—Professor Auguste Piccard broadcast to America by short wave before taking off in balloon for trip into stratosphere, and on his return to earth he described his record-breaking 10-mile ascent from Switzerland.

1932 (Sept. 22) — William Beebe in his airtight bathysphere broadcast as he was lowered 2,200 feet into the ocean off Bermuda.

1932 (Nov. 9) — Governor Franklin D. Roosevelt made his first radio address as President-elect, thanking the electorate.

1932 (Dec. 10) — First program direct from Java was clearly rebroadcast in the United States.

1933 (March 4) — President Roosevelt's inaugural broadcast internationally by record-breaking hookup.

1933 (March 12) — President Roosevelt broadcast his first "fireside chat" on banking moratorium.

1933 (April 4)—Dirigible *Akron* disaster off New Jersey coast was described on radio by Lieut. Commander Herbert V. Wiley, only surviving officer.

1933 (May 7)—President Roosevelt broadcast his second "fireside chat" on progress of his administration.

1933 (July 24) — President Roosevelt's third "fireside chat" dealt with his stewardship and farm relief.

1933 (Oct. 22) — President Roosevelt's fourth "fireside chat" covered his stewardship to date.

1933 (Nov. 11)—New studios of National Broadcasting Company in Radio City dedicated.

1933 (Nov. 20)—Broadcasters maintained two-way communication with U. S. Army stratosphere balloon while listeners throughout the country eavesdropped.

1934 (May 1)—WLW, Cincinnati, begins operating with 500,000 watts power, being licensed for 50,000 watts regularly and 450,000 watts experimentally.

1934 (July 11)—Federal Communications Commission organized to succeed Federal Radio Commission, and also to regulate wire telephony and telegraphy. Members: Eugene O. Sykes; Thad H. Brown, Paul A. Walker, Norman S. Case, Irvin Stewart, George Henry Payne, Hampson Gary.

1934 (July 28)—U. S. Army's stratosphere balloonists staged a dramatic broadcast by two-way communication until they were forced to throw radio equipment overboard to lighten the load after climb to 61,000 feet.

1934 (Sept. 26)—King George and Queen Mary broadcast internationally at launching of *S.S. Queen Mary*.

1934 (Sept. 30)—President Roosevelt's sixth "fireside chat" dealt with progress of his administration and future plans.

1934 (Sept. 30) — Mutual Broadcasting System starts as cooperative four-station hookup (WOR, WGN, WLW, WXYZ), carrying first commercial program.

1934 (Oct. 9)—Supreme Court of the United States upheld Dr. Lee de Forest as inventor of regenerative or "feedback" circuit.

1934 (Nov. 29)—England's royal wedding, Prince George and Princess Marina of Greece, was heard by radio round the earth.

1935 (Feb. 1) — Television Committee of British Government after a study of various systems suggested England establish television as a public service without delay.

1935 (March 11)—Former Rep. Anning S. Prall appointed chairman of FCC, succeeding E. O. Sykes and replacing Hampson Gary.

1935 (April 25)—Guglielmo Marconi's 61st birthday celebrated on radio in a broadcast featuring salutes from ships at sea, from Admiral R. E. Byrd at Antarctica and from Graf Zeppelin over South Atlantic.

1935 (April 28) — President Roosevelt's seventh "fireside chat" covered relief problems.

1935 (May 7)—Plans to spend $1,000,000 for field television tests were announced by RCA President David Sarnoff; tests to start from Empire State Bldg., New York, early in 1936.

1935 (May 22)—President Roosevelt delivered his message vetoing Patman bonus bill at joint session of Congress at which radio microphones were permitted.

1935 (July 2)—Sounds of Mt. Vesuvius, Italy, broadcast to America for first time through microphone extended over the crater's rim.

1935 (Sept. 3)—Scripps-Howard Newspapers enter broadcasting field with acquisition of WFBE (now WCPO) in Cincinnati, planning to acquire other affiliates.

1935 (Sept. 13)—Haile Selassie, Emperor of Ethiopia, broadcast a special message on Italo-Ethiopian situation from Addis Ababa to listeners in the United States.

1935 (Oct. 2)—Premier Mussolini's broadcast to Italian nation on Italo-Ethiopian situation was rebroadcast throughout the United States.

1935 (Oct. 27)—Most comprehensive international program, "Youth Sings Across Borders", was rebroadcast throughout America with pickups from thirty-one countries.

1935 (Nov. 6)—A static-less radio system based on frequency modulation instead of amplitude modulation, was demonstrated on 2½ meter wave by Major E. H. Armstrong at Institute of Radio Engineers, New York.

1935 (Nov. 11) — Radio maintained two-way communication with Capt. A. W. Stevens and Capt. Orvil A. Anderson on 72,000 feet climb into stratosphere throughout 8-hour flight, broadcast via NBC.

1935 (Dec. 7)—Hollywood studios of NBC dedicated.

1935 (Dec. 18)—Federal Radio Education Committee of 40 leaders in broadcasting and educational fields named by FCC to coordinate educational and cultural programs.

1935 (Dec. 27)—Lenox Riley Lohr elected president of NBC, succeeding M. H. Aylesworth.

1935 (Dec. 31)—Warner Brothers withdraw from ASCAP music pool, resulting in split catalogue and turmoil in broadcasting over music clearance; ASCAP dictates acceptance of five-year contracts to Dec. 31, 1940, on percentage basis.

1936 (Jan. 3) — President Roosevelt addressed joint session of Congress called for 9 p. m. in order that nation might listen by radio.

1936 (Feb. 26)—Hearst expands activities in broadcasting field by purchasing four stations: KTSA, San Antonio; WACO, Waco; KNOW, Austin; KOMA, Oklahoma City. Elliott Roosevelt, son of the President, named vice president of Hearst Radio Inc.

1936 (March 1)—King Edward VIII broadcasts first message to British Empire since death of his father King George V on Jan. 21, which also was flashed around world by radio.

1936 (March 1)—First television wire circuit, called a "see line", links Berlin and Leipzig; images carried over 186-mile wire opened to public view at "looking in" centers in Germany.

1936 (March 19)—KNX, Hollywood, purchased by CBS for $1,300,000 in biggest station deal in history; transfer subsequently approved by FCC.

1936 (March)—Radio stations, networks and amateurs perform meritorious public service in flood disasters hitting eastern and midwestern areas.

1936 (March 24)—WHO, Des Moines, files application with FCC for 500,000 watts, the first of numerous such applications later filed.

1936 (March 31) — CBS reports record gross income of $17,637,804 for 1935, with net profit of $3,228,194.

1936 (April 24) — American Newspaper Publishers Association drops fight on radio and adopts cooperative attitude, concluding in report that functions of newspapers and radio are so closely allied that future welfare of country depends upon continuance of both media as "free institutions."

1936 (April 24)—Television outdoors demonstrated by RCA at Camden, N. J., with local firemen as actors before Zworykin Iconoscope camera. Broadcast was on 6 meters over distance of one mile.

1936 (April 27)—NAB board of directors approves plan for Bureau of Copyrights within association to rid industry of dependence upon ASCAP and other copyright groups; approves plan for public domain and transcription library and eventual per piece system of payment of copyright fees.

1936 (April 30)—New form of electrical "wave guide" transmission of ultra-high frequency radio waves through a hollow pipe (coaxial cable) reported by Bell Laboratories and Massachusetts Institute of Technology, opening new prospects for network television.

1936 (May 1)—Zeppelin *Hindenburg* broadcasts to United States and Germany on first Atlantic crossing.

1936 (May 13)—W. H. Doherty of Bell Laboratories presents paper on high efficiency circuit used in new Western Electric broadcast transmitters before Institute of Broadcast Engineers and in May, 1937, received Morris Liebman Memorial Prize for work on this circuit.

1936 (May 22)—CBS announces plans to establish headquarters in Hollywood after acquisition of KNX. Subsequently names Donald Thornburgh as vice president in charge.

1936 (May 26)—Cooperative radio committee, called Joint Committee on Radio Research, formed by Association of National Advertisers, American Association of Advertising Agencies and National Association of Broadcasters, with Paul F. Peter as secretary.

1936 (May 27)—British superliner *Queen Mary* broadcasts scheduled programs to U. S. networks on maiden voyage to United States.

1936 (June) — Record-breaking hookups carry political convention: Republicans at Cleveland June 9, Democrats at Philadelphia June 23.

1936 (June 4)—Public television demonstrations started in Los Angeles by Don Lee Broadcasting System; system developed by Harry R. Lubcke, director of television, utilizes 300-line images framed 24 times per second.

1936 (June 5)—Davis Amendment to Communications Act, requiring distribution of facilities by quotas, repealed as President Roosevelt signs bill passed by Congress.

1936 (June 16)—President Roosevelt reasserts faith in American system of broadcasting and opposes monopoly in radio in letter to BROADCASTING Magazine on occasion of 14th annual NAB convention in Chicago, July 6-8.

1936 (June15-23)—FCC holds hearings on uses of short and ultra-shortwaves for television, "apex" broadcasting and other services.

1936 (June 29)—RCA starts field tests of television from Empire State Bldg., New York City, working under special appropriation of $1,000,000 for purpose. Secret system is first demonstrated, using live artists and films, to radio manufacturers July 7.

1936 (July 31)—Warner Brothers return to ASCAP, ending six months of copyright turmoil, and simultaneously dismiss some 200 infringement suits against stations and others seeking about $4,000,000 in damages.

1936 (August)—Olympic Games at Berlin are broadcast internationally through elaborate shortwave system and 40-nation switchboard. U. S. networks send own announcers to cover events. German attempts to televise games meet with poor results.

1936 (Aug. 11)—Philco Radio & Television Corp. demonstrates its television system in Philadelphia, transmitting live subjects and films over seven-mile span, with 345-line pictures framed 30 times per second interlaced to produce 60 framings per second; pictures 9½ x 7½ inches in dimension.

1936 (Sept. 6)—President Roosevelt in eighth "fireside chat" discusses drought situation.

1936 (Sept.-Oct.)—Radio used extensively in Roosevelt-Landon political campaign, with estimated $2,000,000 or more spent for network and station time. Hookups and stations cover elections thoroughly Nov. 3.

1936 (Sept. 25)—M. H. Aylesworth resigns as vice chairman of NBC, terminating entire affiliation with network which he helped organize and served as first president. On March 1, 1937, joins Scripps-Howard Newspapers.

1936 (Oct. 5-21)—FCC holds public hearings on proposals for superpower and changes in broadcast allocations.

1936 (Nov. 1-15)—NBC observes tenth anniversary of its founding on Nov. 15, 1926, with gala celebrations featured by demonstrations of RCA television, visits of 35 radio officials from European countries, Nov. 9, banquet with 1,600 attending and various feature broadcasts. RCA-NBC officials hail television as big development of next decade, after demonstrating Empire State Bldg. transmissions of live and film subjects with 343-line images framed 30 times per second and interlaced to produce 60 framings. Images shown on 12 and 9 inch Kinescope tubes were 7¼ x 10½ inches and 5½ x 7¼ inches, respectively.

1936 (Nov. 2)—Canadian Broadcasting Corporation succeeds Canadian Radio Broadcasting Commission as regulator of radio in Canada. Gladstone Murray, Canadian-born executive of British Broadcasting Corp., named general manager.

1936 (Nov. 2)—Television broadcasts start in London on daily except Sunday schedule, 9-10 a. m. and 3-4 p. m., with E. M. I. and Baird systems alternating.

1936 (Nov. 7)—Father Charles E. Coughlin announces retirement from radio in final broadcast over independent network due to failure of his National Union for Social Justice to affect elections; had been regular broadcaster since 1929.

1936 (Dec. 1)—Field tests of A. T. & T. coaxial cable between New York and Philadelphia tested with success.

1936 (Dec. 11)—Former King Edward VIII broadcasts farewell address to world via BBC and Empire Short wave system, and is rebroadcast in United States and rest of world to what is believed to be largest world audience ever to listen to a single speech.

1936 (Dec. 29)—Mutual Broadcasting System, after operation as limited network for two years, expands transcontinentally by adding Don Lee Broadcasting System of California and other stations.

1937 (Jan.-Feb.)—Radio performs greatest humanitarian role in disastrous Ohio-Mississippi floods, winning plaudits of President Roosevelt, Red Cross and nation's listeners for its rescue and relief broadcasts which generally were accredited with reducing toll of life.

1937 (Jan.)—Engineers of RCA and NBC begin first tests of 441-line television images from new experimental transmitter in Empire State Bldg., New York, supplanting 343-line experiments.

1937 (Feb. 11)—Philco Radio & Television Corp., demonstrated 441-line television before press.

1937 (March 15)—Trend toward origination of movie talent programs from Hollywood as major factor in network operation launched as General Mills Inc., Minneapolis (Bisquick), starts *Hollywood in Person* series on NBC network, followed March 28 by *Paramount on Parade* on NBC-Red, followed later by Metro-Goldwyn-Mayer and Warner Bros. tieup on networks for major national advertisers.

1937 (March 29)—North American Radio Conference meeting in Havana agrees on technical principles of broadcast allocations, paving way for treaty conference in November.

1937 (March 29)—CBS divulges plans for $500,000 experimental television plant, including RCA transmitter to be located atop Chrysler Bldg., New York. Vice President Paul W. Kesten and Peter C. Goldmark, engineer, placed in charge of development, with Gilbert Seldes later named experimental program director.

1937 (April 1)—NAB board of directors approves creation of independent Copyright Bureau to handle production and sale of public domain transcription program library as means of backstopping industry in the event of ASCAP music crisis.

1937 (April 5-12)—Organized labor movements make first inroads on broadcasting industry when new announcers' union, American Guild of Radio Announcers and Producers, begins organizing announcing and production departments of CBS.

1937 (May 6)—Crash of German Dirigible *Hindenburg*, at Lakehurst, N. J., is recorded by Herb Morrison, announcer, and Charles Nehlsen, engineer, both of WLS, Chicago, who were on the scene as disaster occurred.

1937 (May 12) — Coronation of King George VI broadcast throughout world over British Empire System; British Broadcasting Corp. televises coronation parade from Hyde Park Corner marking first outside events pickup to be televised. CBS inaugurates W2XE as international shortwave service.

1937 (May 12)—Television projected to motion picture size, 8 x 10 ft., by RCA in demonstration before Institute of Radio Engineers. Engineers R. R. Law and Vladmir K. Zworykin described development.

1937 (June 19)—American Federation of Musicians launches reemployment campaign among broadcasters at annual convention in Louisville, which resulted in formal contracts with stations and networks to become effective Jan. 1, 1938, after some six months of negotiating during which strike was threatened.

1937 (June 27) — Dr. James Rowland Angell, upon retirement as president of Yale, becomes educational counselor of NBC. NAB simultaneously announces its participation in a $250,000 fund, partially endowed by Rockefeller and Carnegie foundations, to advance educational broadcasting.

1937 (July 6)—Senator White (R. Me.) introduces resolution (S. Res-149) for sweeping investigation of radio.

1937 (July 20)—Guglielmo Marconi, pioneer radio inventor and the first man to span the ocean with a radio signal, died of heart attack in his 63rd year.

1937 (July 23)—Anning Smith Prall, 67, chairman of the FCC, died suddenly at his summer home in Boothbay Habor, Me.,

1937 (July 30)—American Federation of Radio Artists formed as autonomous union of all radio talent except musicians under AFofL.

1937 (Aug. 17) — Frank R. McNinch, chairman of Federal Power Commission, and T. A. M. Craven, chief engineer of FCC, appointed by President Roosevelt to FCC with instructions to reorganize.

1937 (Sept. 28)—Facsimile tests on regular broadcast frequencies during early-morning hours authorized by FCC in grants to two stations, followed in subsequent weeks to others.

1937 (Oct.)—NBC and RCA order mobile television vans to begin outdoor experiments, preparing for time when television will be expected to cover big outdoor events such as sports, parades, etc. Two vans delivered Dec. 12.

1937 (Oct. 1)—Senator Hugo L. Black, Supreme Court appointee, makes his first public statement following Ku Klux Klan membership revelations over combined networks upon return from Europe. Refuses to be interviewed for newspapers, saying that by radio his statement would not be edited or interpreted.

1937 (Oct. 8) — Pennsylvania Supreme Court rules that performing artists have property right in their recorded performances of musical compositions in sustaining lower court decision in appeal of WDAS, Philadelphia, in case of suit brought by Fred Waring, orchestra leader. Case brought as test two years earlier by National Association of Performing Artists.

1937 (Oct. 13) — Special convention of NAB in New York votes sweeping reorganization, authorizing committee to set up plan for "paid president" with broad powers and other bolstering steps. Committee subsequently drafted such a plan (Dec. 9, 1937) and ordered regular convention in Washington Feb. 14, 1938, to consider it.

1937 (Oct. 13)—Division form of FCC operation abolished on motion of Chairman McNinch, with all seven-men to participate in handling of broadcast, telephone and telegraph matters, effective Nov. 15.

1937 (Oct. 18)—FCC sets aside bands in ultra-high frequencies for television, aural or apex broadcasting and relay broadcasting, above 30,000 kc.

1937 (Dec. 6)—U. S. Court of Appeals for District of Columbia writes radio law in three decisions holding that broadcasting stations are not public utilities; that economic competition should be considered in granting new facilites in given localities, and that FCC should hand down statement for facts and grounds for decision at time of ruling rather than weeks or months later.

1937 (Dec. 13) — Inter-American Radio Conference in Havana, following six-week session, adjourns after drafting treaty for distribution of broadcast channels among North American nations, under plan eliminating Mexican border stations, and providing facilities for United States, Canada, Mexico, Cuba, Newfoundland, Dominican Republic and Haiti.

1938 (Jan. 27)—FCC allocates band of 25 ultra-high frequencies for non-commercial educational broadcasting, under rules 1057, 1058 and 1059.

1938 (Feb. 1)—International Telecommunications Conference convenes in Cairo, Egypt, with delegates from 71 countries. Continues until April 8.

1938 (Feb. 14-15)—NAB in convention in Washington orders sweeping reorganization, with board members named on regional basis. Authorizes board to select new paid president. Facsimile demonstrated to delegates, with BROADCASTING publishing first newspaper on record by facsimile.

1938 (Mar. 2)—California radio stations uphold tradition by making services instantly available during southern California floods.

1938 (Mar. 30)—NAB board drafts Mark Ethridge, general manager of the *Louisville Courier-Journal* and *Times*, as president..

1938 (Apr. 20-23)—National Committee of Independent Broadcasters and international board of American Federation of Musicians work out agreement for increased employment of union musicians.

1938 (Apr. 30)—CBS dedicates new Hollywood radio plant in Columbia Square.

1938 (June 6)—NAB executive committee selects Neville Miller, "flood mayor" of Louisville, as paid president of NAB at $25,000 per year, to assume duties July 1.

1938 (June 6)—Senate adopts Wheeler Resolution expressing it to be sense of that body that more stations with powers in excess of 50,000 watts are against the public interest, as FCC hearings on proposed new rules and regulations get under way. Hearings continue to July 29.

1938 (June 14) — House votes 234-101 against Connery Resolution to investigate alleged monopoly in radio.

1938 (June 15)—U. S. Senate ratifies Havana Treaty; FCC announces frequency allocations under treaty June 23.

1938 (Aug. 10)—Elliott Roosevelt, president of Hearst Radio Inc., organizes Texas State Network as independent enterprise with 23 stations, scheduled to start operating Sept. 15.

1938 (Sept. 12)—Major networks provide complete coverage of Sudeten crisis, starting with Hitler's Nuremburg address and continuing until Munich Peace Pact is signed. Radio hailed on all hands for remarkable service.

1938 (Sept. 15)—World Broadcasting System starts first major market "wax chain" with 25 affiliates, to be known as World Transcription Service.

1938 (Sept. 21-22)—Most New England and New York City stations hit by most severe storm and flood in history of that area, but nearly all get back on air to render safety of life services.

1938 (Oct. 13)—FCC Chairman McNinch announces dismissal of Hampson Gary as general counsel and appointment of William J. Dempsey as successor. This is followed Nov. 9 by dismissals of chief examiner, chief of information section and one examiner.

1938 (Oct. 15)—Federal Council of Churches of Christ in America publishes study titled *Broadcasting and the Public*, espousing freedom of air, condemning censorship and stating "no administrative government agency is wise enough to be entrusted with power to determine what people shall hear."

1938 (Oct. 17.) — FCC Superpower Committee releases opinion recommending denial of renewal of WLW's license to use 500,000 watts.

1938 (Oct. 20)—David Sarnoff, president of RCA, announces at meeting of board of Radio Manufacturers Association that RCA would make television public and have sets on market at time of New York World Fair starting April 30, 1939. Transmitters, made available to broadcasters and many RCA patent licensees indicate intention to begin producing sets.

1938 (Oct. 31)—Cuba orders reallocation effective in conformity with Havana Treaty. Mexican Senate on Oct. 26 declined to ratify the treaty. Canada ratifies Nov. 29.

1938 (Oct. 17)—New studios of NBC opened in Hollywood.

1938 (Nov. 14) — FCC Network Inquiry Committee begins probe into network structure.

1938 (Dec. 1)—NBC board orders Niles Trammell, Central Division vice-president, to go to New York Jan. 1 as executive vice-president; Alfred H. Morton promoted as of Dec. 1 to vice-president.

1938 (Dec. 17)—CBS purchases American Record Co. and subsidiaries, including Columbia Phonograph Co., from which Paley interests originally acquired network.

Government Agencies DEALING WITH RADIO

INTERDEPARTMENT RADIO ADVISORY COMMITTEE — Chairman: Judge E. O. Sykes, FCC; Secretary: Gerald C. Gross, FCC; Assistant Secretary: P. F. Siling, FCC. Membership:

- Department of Agriculture—E. W. Loveridge, member; Wallace L. Kadderly, alternate.
- Department of Commerce—Dr. J. H. Dellinger, Bureau of Standards, member.
- Federal Communications Commission—Chief Engineer E. K. Jett, member; Gerald C. Gross, alternate.
- Department of Interior—C. D. Monteith, member; John S. Cross, alternate.
- Department of Justice—T. D. Quinn, member.
- Department of Labor—Albert Reitzel, member; H. J. Walls, alternate.
- Maritime Commission—D. S. Brierley, member; J. T. Welsh, alternate.
- Navy Department—Admiral S. C. Hooper, member; Comdr. Joseph Redman, alternate.
- Postoffice Department—C. P. Graddick, member.
- Department of State — F. C. deWolf, member; H. B. Otterman, alternate.
- Treasury Department — Comdr. J. F. Farley, U. S. Coast Guard, member; Lieut. D. E. McKay, U. S. Coast Guard, alternate.
- War Department — Lieut. Col. D. M. Crawford, Army Signal Corps, member; Capt. Victor A. Conrad, alternate.

FEDERAL COMMUNICATIONS COMMISSION — Postoffice Dept. Bldg., Washington, D. C. Telephone: District 1654.

DEPARTMENT OF COMMERCE—Washington, D. C. Chief of Electrical Division: John H. Payne. Telephone: District 2200.

DEPARTMENT OF STATE—Division of International Communications, Washington, D. C. Chief of Telecommunications Branch: Francis C. de Wolf. Telephone: District 4510.

DEPARTMENT OF AGRICULTURE — Washington, D. C. Director of Radio: Morse Salisbury. Telephone: District 6350.

DEPARTMENT OF LABOR — Immigration Service, Washington, D. C. Radio Engineer: Hoy J. Walls. Telephone: National 8472.

FEDERAL TRADE COMMISSION—Washington, D. C. Radio & Periodical Division: PGad B. Morehouse, director; E. J. Adams, W. F. Davidson. Telephone: National 8206.

U. S. FOOD & DRUG ADMINISTRATION — Department of Agriculture, Washington, D. C. Chief: Dr. W. G. Campbell, Telephone: District 6350.

U. S. OFFICE OF EDUCATION—Interior Department, Washington, D. C. Director of Educational Radio Projects: William Dow Boutwell. Telephone: District 1820.

BUREAU OF STANDARDS — Department of Commerce, Washington, D. C. Chief of Radio Section: Dr. J. H. Dellinger. Telephone: Cleveland 1720.

CIVIL AERONAUTICS AUTHORITY—Department of Commerce Bldg., Washington, D. C. Director: Dennis Mulligan. In Charge of Radio: W. E. Jackson.

U. S. ARMY SIGNAL CORPS—War Department, Washington, D. C. Chief Signal Officer: Gen. Joseph O. Mauborgne. In charge of radio: Lieut. Col. D. M. Crawford. Telephone: National 2520.

U. S. NAVAL COMMUNICATIONS—Navy Department, Washington, D. C. Director: Rear Admiral C. E. Courtney. Telephone: District 2900

U. S. COAST GUARD — Treasury Department, Washington, D. C. In charge of radio: Comdr. J. F. Farley. Telephone: National 6400.

FEDERAL BUREAU OF INVESTIGATION—Department of Justice, Washington, D. C. Assistant Chief: C. A. Tolson. Telephone: National 0815.

FEDERAL THEATRE RADIO DIVISION (WPA)—1697 Broadway, New York City. Telephone: Columbus 5-5364. Director: Evan Roberts.

U. S. FOREST SERVICE—Department of Interior. Assistant Bureau Chief: E. W. Loveridge. Telephone District 6350.

POSTOFFICE DEPARTMENT—Supt. of Air Mail: Charles P. Graddick. Telephone: District 5360.

U. S. NAVAL OBSERVATORY—Massachusetts Ave. & 34th St., N. W., Washington, D. C. Superintendent: Capt. J. S. Hellweg, U. S. N. Telephone: Decatur 2723.

Radio Educational Groups

COMMITTEE ON SCIENTIFIC AIDS TO LEARNING—41 E. 42nd St., New York City. Telephone: Murray Hill 2-8352. Director: Dr. Irvin Stewart.

EDUCATIONAL RADIO DIVISION—Office of Education, U. S. Dept. of Interior, Washington, D. C. Commissioner of Education: Dr. John W. Studebaker. Director of Division: William Dow Boutwell. Telephone: Republic 1820. New York Unit: 20 Washington Square North, New York University; New York Manager: Philip Cohen. Telephone: Spring 7-2000, Extension 468.

FEDERAL RADIO EDUCATION COMMITTEE—Chairman: Dr. John W. Studebaker, U. S. Commissioner of Education, Interior Dept., Washington, D. C. Vice-Chairman: C. F. Klinefeter, Assistant to the Commissioner. Secretary: Mrs. Gertrude G. Broderick.

NATIONAL ADVISORY COUNCIL ON RADIO IN EDUCATION Inc.—60 E. 42nd St., New York City. Telephone: Murray Hill 2-3420. Secretary: Levering Tyson, president, Muehlenburg College, Altoona, Pa.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS—President: Carl Menzer, WSUI, University of Iowa, Iowa City. Vice-President: H. A. Engel, WHA, University of Wisconsin, Madison. Treasurer: W. I. Griffith, WOI, Iowa State College, Ames. Executive Secretary: Frank Schooley, WILL, University of Illinois, Urbana.

NATIONAL COMMITTEE ON EDUCATION BY RADIO—1 Madison Ave., New York City. Telephone: Lexington 2-7142. Chairman: Dr. Arthur G. Crane, president, University of Wyoming. Secretary: S. Howard Evans.

UNIVERSITY BROADCASTING COUNCIL—230 No. Michigan Ave., Chicago, Ill. Telephone: Central 2015. Director: Allen Miller. (Affiliated with Chicago, De Paul, and Northwestern Universities.)

WOMEN'S NATIONAL RADIO COMMITTEE—113 W. 57th St., New York City. Telephone: Circle 7-4110. Chairman: Mme. Yolanda Mero-Irion. Secretary: Helen Havener. Treasurer: Mrs. D. Leigh Colvin. Executive Secretary: Ruth Rich.

Executive and Staff Personnel of the Federal Communications Commission

Headquarters Office: Postoffice Building, Washington, D. C., Phone DIstrict 1654

Commissioners and Assistants

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- T. A. M. Craven, Commissioner (Democrat; term 1937-1944)
  - *Secretary:* Margaret Preston.
  - *Asst. Secretary:* Miriam Eastburn.
  - *Clerk:* Margaret O'Leary.
- George H. Payne, Commissioner (Republican; term 1934-1943)
  - *Secretary:* Abraham Miller.
  - *Asst. Secretary:* Ruth T. Koppialky.
  - *Clerk:* Elizabeth B. Walter.
- Eugene O. Sykes, Commissioner (Democrat; term 1934-1941)
  - *Asst. Secretary:* Annette E. Hutterly.
  - *Clerk:* Lucille S. Smith
- Thad H. Brown, Commissioner (Republican: term 1934-1940)
  - *Secretary:* Franklin C. Salsbury.
  - *Asst. Secretary:* Rose L. Stough.
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- Paul A. Walker, Commissioner. (Democrat: term 1934-1939)
  - *Secretary:* Edward F. McKay.
  - *Asst. Secretary:* Lenah J. Ferro.
  - *Clerk: Marjorie Haight.*
- Norman S. Case, Commissioner (Republican; term 1934-1945)
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  - *Secretary:* Laura L. Hollingsworth.
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Law Department

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- Ralph Walker, Principal Attorney.
- Walter D. Humphry, Principal Attorney.
- J. Fred Johnson, Jr., Principal Attorney.
- P. W. Seward, Principal Examiner.
- John P. Bramhall, Principal Examiner.
- Theodore L. Bartlett, Senior Attorney.
- James D. Cunningham, Senior Attorney.
- Frank B. Warren, Senior Attorney.
- George H. Hill, Senior Examiner.
- Rosel H. Hyde, Senior Examiner.
- Tyler Berry, Senior Examiner.
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- Annie Perry Neal, Attorney.
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- Walter Johnson, Associate Attorney.
- Hugh B. Hutchison, Associate Attorney.
- Robert M. Fenton, Assistant Attorney.
- Stephen Tuhy, Jr., Assistant Attorney.
- Mary Elizabeth Erickson, Assistant Attorney.
- Violet L. Haley, Assistant Attorney.
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- James G. McCain, Junior Attorney.
- John H. Litzelman, Junior Attorney.

Members of Former FEDERAL RADIO COMMISSION

Feb. 23, 1927—July 10, 1934

- Admiral W. H. G. Bullard, Pennsylvania.
  - *March 15, 1927—November 24, 1927* (*Deceased*)
- Orestes H. Caldwell, New York.
  - *March 15, 1927—February 23, 1929*
- Eugene O. Sykes, Mississippi.
  - *March 15, 1927—*
- Henry A. Bellows, Minnesota.
  - *March 15, 1927—October 31, 1927*
- Colonel John F. Dillon, California.
  - *March 15, 1927—October 8, 1927* (*Deceased*)
- Sam Pickard, Kansas.
  - *November 1, 1927—January 31, 1929*
- Harold A. Lafount, Utah.
  - *November 14, 1927—July 10, 1934*
- Ira E Robinson, West Virginia.
  - *March 29, 1928—January 15, 1932*
- General C. McK. Saltzman, Iowa.
  - *May 2, 1929—July 19, 1932*
- William D. L. Starbuck, New York
  - *May 2, 1929—May 23, 1934*
- Thad H. Brown, Ohio.
  - *January 21, 1932—*
- James H. Hanley, Nebraska.
  - *April 1, 1933—July 10, 1934*

Former Members of FEDERAL COMMUNICATIONS COMMISSION

- Hampson Gary, Texas
  - *July 11, 1934—Dec. 31, 1934*
- Anning S. Prall, New York
  - *January 17, 1935—July 23, 1937 (Deceased)*
- Irvin Stewart, Texas
  - *July 11, 1934—June 30, 1937*

Engineering Department

- E. K. Jett, Chief Engineer.
  - *Secretary:* Irene Durgin.
- Andrew D. Ring, Assistant Chief Engineer.
  - *Secretary:* Helvi Mustaparta.
- E. M. Webster, Assistant Chief Engineer.
  - *Secretary:* Eva E. Hocutt.
- Andrew Cruse, Assistant Chief Engineer.
  - *Secretary:* Rose E. Hahlen.
- Gerald C. Gross, Principal Scientist (Chief of International Section)
  - *Secretary:* Lillian Conley.
- William D. Terrell, Chief, Field Section.
  - *Secretary:* Mary E. Poloske.
- George E. Sterling, Assistant Chief, Field Section.
- Lynde P. Wheeler, Principal Physicist (Chief, Technical Section)
- R. D. Jones, Principal Engineer.
- Manfred Toeppen, Principal Engineer.
- Raymond Asserson, Senior Engineer.
- Edwin Lee White, Senior Engineer.
- John A. Willoughby, Senior Engineer.
- George P. Adair, Senior Engineer.
- A. T. Jenkins, Senior Engineer.
- Marion H. Woodward, Senior Engineer.
- William N. Krebs, Senior Engineer.
- Paul M. Lion, Senior Engineer.
- Philip F. Siling, International Communications Engineer
- James P. Buchanan, Jr., Associate Engineer.
- K. A. Norton, Associate Engineer.
- L. C. Quaintance, Associate Engineer.
- Clure H. Owen, Associate Engineer.
- George J. Dempsey, Associate Engineer.
- Ralph L. Clark, Associate Engineer.
- Edward W. Allen, Associate Engineer.
- B. J. Shimeall, Associate Engineer.
- Charles Williams, Associate Engineer.
- Howard C. Looney, Associate Engineer.
- Leslie R. Brady, Assistant Engineer.
- H. E. Broyles, Assistant Engineer.
- Wayne Mason, Assistant Engineer.
- Glen E. Nielsen, Assistant Engineer.
- Harold Link, Engineering Aide.
- James A. Beaver, Jr., Engineering Aide.

License Bureau

- Wm. P. Massing, Chief.
  - *Secretary:* Ruth Richter.
  - *Chief of Broadcast Section:* Clara M. Iehl.
  - *Chief of Commercial Section:* John Fulmer.
  - *Chief of Amateur Section:* J. B. Beadle.

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- William J. Norfleet, Chief Accountant.
  - *Secretary:* Frances Groom.
- Riley A. Gwynn, Assistant Chief.
  - *Secretary:* Doreen C. Pitt.

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- L. A. Corridon, Chief of Audits & Accounts.
- Paul Sheehy, Chief of Duplicating Section.
- N. F. Cureton, Chief Supplies.

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2	641 Washington St., New York City	Canal 6-2100	Arthur Batcheller, *Inspector in Charge* Charles T. Manning, Eugene C. Cochran, Walter J. Howell, Forest F. Redfern, Martin W. Bannister, Alvin C. Holmes, Cecil G. Harrison, Jesse W. Holland, James E. Barr.
3	Customhouse, Philadelphia, Pa.	Market 6000	Louis E. Kearney, *Inspector in Charge* Ivan H. Loucks, Harold R. Woodyard
4	Fort McHenry, Baltimore, Md.	South 2370	Charles A. Ellert, *Inspector in Charge* L. A. Newcomb, Hyman A. Cohen, Edward W. Chapin, Adolph Andersen, H. Underwood Graham, Albert L. Kreis, Everett G. Henry, Edward P. Sanders, Milton C. Mobley, Jr.
5	New Post Office Bldg., Norfolk, Va.	24963	Edward Bennett, *Inspector in Charge* Harry D. Pickett, Darra H. Donahue
6	411 Federal Annex, Atlanta, Ga.	Main 3517	George S. Turner, *Inspector in Charge* John G. Preston, Henry Dunphey, William B. Bernard.
	Sub-Office—208 Post Post Office Bldg., Savannah, Ga.	7602	William R. Foley, *Inspector in Charge*
7	P. O. Box 150, Miami, Florida.	3-7711	Arthur S. Fish, *Inspector in Charge* Ross Bateman
	Sub-Office—203 P. O. Bldg., Tampa, Fla.	M-1773	Paul Herndon, Jr., *Inspector in Charge*
8	Customhouse, New Orleans, La.	Main 6980	Theodore G. Deiler, *Inspector in Charge* Louis J. N. duTreil, Charles A. Johnson, Amos B. Collins.
9	404 Federal Bldg., Galveston, Texas	1332	Louis L. McCabe, *Inspector in Charge* George Llewellyn, William J. Hoffert.
10	302 U. S. Terminal Annex Bldg., Dallas, Texas	2-5943	Frank M. Kratokvil, *Inspector in Charge* Wm. C. Boese, W. Irving Abbott.
11	Rives-Strong Bldg., Los Angeles, Calif.	Mich. 6008	Bernard H. Linden, *Inspector in Charge* John H. Homsy, James M. Chapple, Victor G. Rowe, James A. Homsy, Alfred L. Ritter, Frank L. Kellogg.
	Sub-Office—New Calif. Bldg., San Diego, Calif.	Franklin 2280	William E. Downey, *Inspector in Charge*
12	Customhouse, San Francisco, Calif.	Sutter 6208	V. Ford Greaves, *Inspector in Charge* Francis V. Sloan, Paul R. Fenner, Herbert H. Smith, Arthur A. Johnson.
13	New Courthouse Bldg., Portland, Ore.	Tabor 3325	Kenneth G. Clark, *Inspector in Charge* Robert Landsburg, Joseph H. Hallock, Earl D. Scott, Alfred H. Brodie, Frederick N. Frost, Robert A. Phillips, Raymond H. Hardenbergh, Robert L. Stark.
14	Federal Office Bldg., Seattle, Wash.	Seneca 3100	Landon C. Herndon, *Inspector in Charge* George V. Wiltse, Alfred K. Robinson, Sigfred F. Berge, Martin V. Kiebert, Jr.
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15	Customhouse, Denver, Colo.	Keystone 4151	Edwin S. Heiser, *Inspector in Charge*
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18	246 U. S. Court House Bldg., Chicago, Ill.	Harrison 4700	H. D. Hayes, *Inspector in Charge* H. T. Gallaher, Donald A. Murray, Cyril M. Braum.
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20	Federal Bldg., Buffalo, N. Y.	Washington 1744	Milton W. Grinnell, *Inspector in Charge* Frank J. Smith, Walter L. Davis.
21	Aloha Tower, Honolulu, Hawaii	3979	Lee R. Dawson, *Inspector in Charge*
22	San Juan, Puerto Rico	Ochoa Bldg. 465	Joe H. McKinney, *Inspector in Charge*
--	Grand Island, Nebr. (Central Frequency Monitoring Station)	Grand Island 1420	Benjamin E. Wolf, *Inspector in Charge* George L. Jensen, Fendell B. Peterson, Orrin R. Buchanan, Samuel W. Lichtman, Charles Osdin.
--	Naval Training Station, Great Lakes, Ill. Monitoring Station	575	Irving L. Weston, *Inspector in Charge* Irl D. Ball

Accounting Field Office

District No.	Address	Phone No.	Inspectors
--	45 Broadway, New York, N. Y.	Whitehall 4-5930	Jack E. Buckley, *Accountant in Charge*

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If acoustical conditions in your station are not all they should be, a J-M Acoustical Engineer can show you how to improve them effectively and economically. And if you're planning a new station, the J-M Acoustical-Engineering Service can greatly assist your architect.

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WABC, New York, N. Y.
WBBM, Chicago, Ill.
WDBJ, Roanoke, Va.
WEAF, New York, N. Y.
WENR, Chicago, Ill.
KNX, Los Angeles, Cal.
KFI, Los Angeles, Cal.
WGY, Schenectady, N. Y.
KYW, Philadelphia, Pa.
KGKO, Ft. Worth, Tex.
CKTB, St. Catherine's, Ont.
WDAN, Danville, Ill.
WOAL, San Antonio, Tex.
WCOU, Lewiston, Me.
WEBC, Duluth, Minn.
WGN Chicago, Ill.
WJSV, Washington, D. C.
WJZ, New York, N. Y.
WKY, Oklahoma City, Okla.
WLS, Chicago, Ill.
WMAQ, Chicago, Ill.
WOR, Newark, N. J.
WOW, Omaha, Nebr.
WWJ, Detroit, Mich.
WRC, Washington, D. C.
WICA, Ashtabula, O.
WOWO, Ft. Wayne, Ind.
WHAS, Louisville, Ky.
KGNC, Amarillo, Texas
WNAX, Yankton, S. D.
KRE, Berkeley, Cal.
WFBR, Baltimore, Md.
KYSM, Mankato, Minn.
WBEN, Buffalo, N. Y.
WLAW, Lawrence, Mass.
WTBS, Shreveport, La.
WCHS, Charleston, W. Va.

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PROCEDURE OF APPLICATIONS FILED WITH FCC

1. Application received in the Commission by the Mail and Files Section and recorded briefly.
2. Routed to the License Section for administrative examination and recordation.
3. Routed to the Engineering Department for engineering recommendation.
4. Routed to Transfer Desk in License Section for proper charge record.
5. All applications for new stations, changes in classification of existing stations, assignments of licenses and others appearing to involve economic and accounting questions are routed to Accounting Department.
6. Routed to Transfer Desk for further charge.
7. Routed to the Law Department for legal recommendation.
8. Routed to Transfer Desk for further charge.
9. Routed to Minute Section for listing for Commission meeting.
10. After action by Commission, rerouted to License Section for issuance of authorization and filing.

There is kept in the License Section what is known as the Suspense File, in which an application may be held at any stage of routing through the Commission when it becomes necessary to correspond with the applicant regarding the application, and in which the information desired is not of sufficient importance to make necessary the return of the application.

If the application is granted without a hearing, it becomes subject to Section 14.01 of the Commission's Rules of Practice and Procedure. This rule reads:

"*Sec. 14.01:* Any party whose interests are aggrieved or adversely affected by any decision, order or requirement of the Commission may file a petition for rehearing of the same or any matter determined therein as provided in Section 405 of the Act. Such petition for rehearing may request (1) reconsideration, either in cases decided after hearing or in cases of applications granted without hearing under Title III of the Act; (2) reargument; (3) reopening of the proceeding; (4) amendment of any finding, or (5) other relief. Such petition shall be specific as to the form of relief sought and, subject to this requirement, may contain alternative requests. Each such petition shall state with particularity in what respect the decision, order or requirement or any matter determined therein is claimed to be unjust, unwarranted or erroneous, and with respect to any finding of fact must specify the pages of record relied on. Where the existence of newly discovered evidence is claimed, the petition must be accompanied by a verified statement of the facts, together with the facts relied on to show that the petitioner with due diligence could not have known or discovered such facts at the time of the hearing."

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